

CURRICULUM VITAE

Mrs. P. Muthu Ganeshwari

Full Time Research Scholar
PG and Research Department of Commerce
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I. ACADEMIC

1.1 Educational Qualification

Degree	College / University	Year	Class
Ph.D	Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi Affiliated to Maduari Kamaraj University, Madurai.	Dec 2021- June 2025	Doing
M.Com.	Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi	2014	First Class with Distinction
P.G.D.C.A.	Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi	2013	First Class with Distinction
B.Com.	Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi	2012	First Class

1.2 OTHER ACADEMIC PROFILE

COURSE	COLLEGE / UNIVERSITY	YEAR	% of Marks
Swayam (Online Course - Research Methodology And Statistical Analysis)	Indira Gandhi National Open University, New Delhi	2022	53%
Swayam (Online Course – Consumer Buyer Behaviour)	Prin. L. N. Welingkar Institute of Management Development & Research, Mumbai	2022	47%
P.G.D.C.A.	Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi	2013	First Class with Distinction
Certificate Course in Export Management	Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi	2010	First Class

1.3 Field of Specialization : Marketing, Research Methodology, Accounting, Commerce

1.4 Computer Skills : Ms-Office
Web Designing
SPSS
AMOS

II. RESEARCH

2.1 Research Projects Undertaken :

Title of the Ph.D. Thesis : Impact of Buying Behaviour And Brand Equity On Consumer Decision Making Process And Satisfaction – A Study with Reference to Fast Moving Consumer Goods.

Research Supervisor : **Dr. G. Yogeswaran**
Assistant Professor
PG and Research Department of Commerce
Ayya Nadar Janaki Ammal College, Sivakasi.

2.2 Publications :

2.2.1 Books Published :

S.No.	Title of the Book	Author and Co-author Name	Publishing House	Year	ISBN Number
1.	Fast Moving Consumer Goods (FMCG): A Swot Up	K. Jegatheesan Karuppiah, K. Kalaivani Kuppusamy, P. Muthu Ganeshwari	Lambert Academic Publishing	2017	978-3-330-34414-3

Research Articles Published in Journal :

S.No.	Journal / Souvenir / Proceedings	Numbers of Papers
1.	Journal International National	0 09
2.	Special Article in Souvenir	06
3.	Proceedings of the Seminar / Conference International National	07
	Total Publications	22

2.2.2 Details of Papers published in International / National Seminar / Conference Proceedings:

S.No.	Author and Co-author	Title of the Paper	Details of the Proceedings	ISBN	Place and Date of Publications
1.	P. Muthu Ganeshwari and G. Yogeswaran	A Study on Attitude with relevance to Purchasing Mode of Buyers towards Fast Moving Consumer Goods in Virudhunagar District	Proceedings of the International Conference on Artificial Intelligence – A Game Changer for Maritime Business (pp 248-258)	978-93-85434-43-3	AMET Business School, Chennai 18 th & 19 th March 2022
2.	P. Muthu Ganeshwari and G. Yogeswaran	An Analysis of Customer Preference Towards Online Grocery Shopping Apps During A Pandemic with Special Reference to the Viswanatham Area	Great Initiatives of State and Central Government through Startup(s) Programmes in Nurturing Entrepreneurial Activities (PP 162- 164)	978-93-5692-892-3	Jamal Mohamed College (Autonomous) 21 st & 22 nd sep 2022
3.	P. Muthu Ganeshwari, G. Yogeswaran	An Analysis of Four Ps of Marketing Strategy in the Fast Moving Consumer Goods with Study reference to Anaiyur Village	International Conference on Innovative, Multidisciplinary and Contemporary Perspectives and Practices in Commerce and Management (PP 90 - 95)	978-93-83191-86-	Ayya Nadar Janaki Ammal Collage, Sivakasi 29 th & 30 th September 2022
4.	Mrs. P. Muthu Ganeshwari & Dr. G. Yogeswaran	An Analysis of Socio-Economic Factors Affecting Consumer Behaviour of FMCG Among Women Entrepreneur	Women Empowerment through Financial Inclusion (pp 146-151) Vol-1.	978-93-5786-052-9	Nallamuthu Gounder Mahalingam College, Pollachi 3rd Feb 2023

S.No.	Author and Co-author	Title of the Paper	Details of the Proceedings	ISBN	Place and Date of Publications
5.	P. Muthu Ganeshwari, G. Yogeswaran & P. Nagalakshmi	Reasons For Selecting The Particular Brands In Fast-Moving Consumer Goods	Proceedings of International Conference on Smart Innovative Technologies on Data Analytics (pp 367-373)	978-93-83191-92-5	Department of Computer Applications, Ayya Nadar Janaki Ammal College, Sivakasi. 26 th May 2023
6.	P. Muthu Ganeshwari, G. Yogeswaran	Mean Difference among Gender with Innovations of FMCG	Exploring the Significance of Commerce in Today's World (PP: 73 - 77)	978-81-965401-3-5	Nadar Saraswathi College of Arts and Science, Theni. 11 th & 12 th Sep 2023
7.	P. Muthu Ganeshwari, G. Yogeswaran, & P. Nagalakshmi	Study on Factors and Problem Faced by Women Entrepreneurs	Rural Women Empowerment Through Skill Development (PP: 57 – 62) Vol -II (National)	978-93-5980-468-2	Nallamuthu Gounder Mahalingam College, Pollachi 2 nd Aug 2023

2.2.3 Details of Papers published in Research Journal

S.No.	Author and Co-author	Title of the Paper	Name of the Journal	ISSN	Place & Date of Publications
1.	G. Yogeswaran, M.Bhavadharani & P. Muthu Ganeshwari	A Study on Brand Preference of Wristwatches among women in Sivakasi.	Wide Spectrum Pg.No 14-21. Vol 11	2250 – 2815	Dr. G.R. Damodaran College of Science (Autonomous) – Coimbatore Nov 2022
2.	G. Yogeswaran E. Panchali Eswari & P. Muthu Ganeshwari	An Analysis of Customer Satisfaction towards HP Laptops in Srivilliputtur.	Wide Spectrum Pg.No 05-13 Vol 11	2250-2815	Dr. G.R. Damodaran College of Science (Autonomous) – Coimbatore Dec 2022
3.	Mrs. P. Muthu Ganeshwari & Dr. G. Yogeswaran	Influence Of Customers' Gender On Factors Of	UGC Care List Journal Education and Society (pp 71-	2278-6864	Pune & January-March 2023

S.No.	Author and Co-author	Title of the Paper	Name of the Journal	ISSN	Place & Date of Publications
		Innovation In FMCG Market – A Special Reference To Sivakasi Taluk	73) Vol 47, Issue 1, No 19		
4.	Dr. G. Yogeswaran, Ms. M. Jothilakshmi, & Mrs. P. Muthu Ganeshwari	Impact Of Advertisement On Brand Preference In Cadbury At Sivakasi	<u>UGC Care List Journal</u> Education and Society (pp 82 - 86) Vol 47, Issue 2, No 7	2278-6864	Pune & April-June 2023
5.	Mrs. P. Muthu Ganeshwari & Dr. G. Yogeswaran	Influence Of Customers' Gender On Factors Of Innovation In Fmcg Market – A Special Reference To Sivakasi Taluk	<u>UGC Care List Journal</u> South India Journal Of Social Sciences (pp 225 -228) Vol. XXI, No.24	0972 – 8945	January –June 2023
6.	Mrs. P. Muthu Ganeshwari & Dr. G. Yogeswaran	Influence Of Demographic Factors On Customers' Perceived Marketing Mix For Fast Moving Consumer Goods	<u>UGC Care List Journal</u> Dogo Rangsang Research Journal Vol. 13, Issue. 05, No. 07	2347-7180	May 2023
7.	Mrs. P. Muthu Ganeshwari, Dr. G. Yogeswaran & P. Nagalakshmi	Interrelationship Among Brand Equity Analyses In Fast-Moving Consumer Goods	<u>UGC Care List Journal</u> South India Journal Of Social Sciences (pp 208 - 213) Vol. XXI, No.19	0972 – 8945	January – June 2023
8.	Mrs. P. Muthu Ganeshwari	An Analysis Of Familiar Brands And Factors Influencing The Satisfied Level Of The Users Of Fabric Care Products In	<u>Online Journal</u> Journal of Inventive and Scientific Research Studies (JISRS), (pp 37 -45), Vol. I,	2584-0630 (Online)	January 2024

S.No.	Author and Co-author	Title of the Paper	Name of the Journal	ISSN	Place & Date of Publications
		FMCG	Issue 2		
9.	Mrs. P. Muthu Ganeshwari & Dr. G. Yogeswaran	Factors Influencing Consumer Behaviour With Skills Of The Consumer	<u>UGC Care List Journal</u> Humanities and Social Science Studies (pp 70 - 74), Vol. 13, Issue 2, No.6,	2319-829X	July – December: 2024

2.2.4 Special Article Published in Souvenir : (Appendix – III)

S.No.	Author and Co-author	Title of the Article	Details of the Book	Place of Publication
1.	M. Maria Jansi Rani, R. Ramya & P. Muthu Ganeshwari	An Overview of Water Sanitation	State Level Seminar on Environmental Impact of Water and Sanitation on 7 th March 2014	
2.	P. Muthu Ganeshwari & G. Yogeswaran	Preference of Electronic Purchasing Sites towards the purchase of FMCG in Sivakasi Taluk (PP 39)	2 nd International Research Conference Recent Developments and Innovations in Social Science, Arts & Humanities On 22 nd April 2022	VVV College & East
3.	P. Muthu Ganeshwari & G. Yogeswaran	Factors Influencing Consumer Behaviour with Skills of the Consumer (PP 29)	Impact of Skill Development on Rural Youth in India on 5 th & 6 th May 2022	Ayya Nadar Janaki Ammal Collage, Sivakasi
4.	P. Muthu Ganeshwari & G. Yogeswaran	An Analysis of Four Ps of Marketing Strategy in the Fast Moving Consumer Goods with Study reference to Anaiyur Village (PP 8)	International Conference on Innovative, Multidisciplinary and Contemporary Perspectives and Practices in Commerce and Management on 29 th & 30 th September 2022	Ayya Nadar Janaki Ammal Collage, Sivakasi
5.	P. Muthu Ganeshwari & G. Yogeswaran	Next Tech In The Marketing 5.0 (PP 53)	Industry 4.0 : Beyond Man & Machine on 11 th March 2023	Sri Krishnasamy Arts & Science College, Sattur
6.	P. Muthu Ganeshwari, Dr. G. Yogeswaran	Mixed reality in marketing (PP 87)	Emerging Trends in Intelligent Computing (ICoETIC - 2023)	JP College of Arts & Science, Theni.

2.2.5 Book Chapter Published : (Appendix – IV)

S.No.	Author and Co-author	Title of the Book	Title of the Chapter	Publisher	ISBN
1.	Mrs. P. Muthu Ganeshwari & Dr. G. Yogeswaran	Digital Practices in Business World	An Analysis of Purchasing Mode and Payment Mode of FMCG in the Vembakottai Taluk	Elakkiya Publisher, Tamilur, Tenkasi, Tamil Nadu, Feb 2024, (PP:103-107)	978-93-92649-83-7
2.	Mrs. P. Muthu Ganeshwari & Dr. G. Yogeswaran	Global Trends in Commerce, Management and Information Technology Management	Selection Of Top Brands Of Home Care Products In FMCG	Elakkiya Publisher, Tamilur, Tenkasi, Tamil Nadu, July 2024, (PP:93 - 100)	978-93-92649-55-4

2.3 Paper Presentations in the Seminar / Conferences :

S.No.	Seminar / Conferences	Numbers of Papers
1.	State	01
2.	National	20
3.	International	08
	Total	29

2.3.1 Details of Papers presented in National Seminars / Conferences

S.No.	Title of the Paper	Occasion in which paper presented	Institution	Date(s)
1.	An Overview of Water Sanitation	One Day State Level Seminar on Environment Impact of Water and Sanitation	Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi	7 th March 2014
2.	Financial Inclusion on Banking Sector	A Two Day National Conference on Financial Inclusion – Strength, Weakness And Trend	Sri Kaliswari College, Sivakasi.	25 th & 26 th February 2014
3.	Factors Affecting Consumer Behaviour of Consumers for Fast	Two Day National Virtual Conference on Change &	Maharani Lakshmi Ammanni College of Women Autonomous,	21 st & 22 nd Jan 2022

S.No.	Title of the Paper	Occasion in which paper presented	Institution	Date(s)
	Moving Consumer Goods	Transformation through... Innovation, Collaboration and Leadership	Bengaluru	
4.	Factors Influencing Consumer Behaviour with Skills of the Consumer	Two Day National Seminar on Impact of Skill Development on Rural Youth in India	Ayya Nadar Janaki Ammal College, Sivakasi	5 th & 6 th May 2022
5.	Factors Affecting Consumer Behaviour Towards Fast Moving Consumer Goods Through Online Marketing in Rajapalayam	National Conference on Micro Credit Lending and Economic Prosperity in 21 st Millennium	Sri Bhagawan Mahaveer Jain First Grade College	19 th Aug 2022
6.	Psychological Factors and Personal Factors Affecting Consumer Buyer Behaviour in FMCG	National Seminar on Sustainable Global Business: Current Trends and Challenges	Sri Kaliswari College, Sivakasi.	24 th & 25 th Aug 2022
7.	An Analysis of Digital Marketing Statics with Education Status in the Kovilpatti Taluk	Two Day National Seminar on designing Samples and Deciding Statistical Tools for Social Science Research	Sri Kaliswari College, Sivakasi.	21 st & 22 nd Sep 2022
8.	An Analysis of Customer Preference Towards Online Grocery Shopping Apps During a Pandemic with Special Reference to Viswanatham Area	Two Day National Seminar on Great Initiatives of State and Central Government through Startup(s) Programmes in Nurturing Entrepreneurial Activities	Jamal Mohamed College (Autonomous)	21 st & 22 nd Sep 2022
9.	Digital Marketing Strategies in the Fast Moving Consumer Goods	Two Day National Seminar on Digital India: Initiative to Become Developed India	Ayya Nadar Janaki Ammal College, Sivakasi	22 nd & 23 rd Sep 2022
10.	Gender Influence on Factors of Innovation FMCG Market among	One Day National Seminar on Empowering Rural	Srimad Andavan Arts and Science College, Tiruchirappalli	29 th oct 2022

S.No.	Title of the Paper	Occasion in which paper presented	Institution	Date(s)
	Thiruthangal District	Areas towards Cash to Cashless Economy- Challenges and Opportunities		
11.	A Study on Types and Challenges of Women Empowerment	Two Day National Level Seminar on Empowerment of Rural Women: challenges and Opportunities	V.H.N.Senthikumara Nadar College, Virudhunagar	4 th & 5 th Nov 2022
12.	An Analysis of the roles of Stakeholders in the Fast-Moving Consumer Goods	A Two-Day International Conference on Ethiopia on Prosopopoeia of Stakeholders in the Development of the Youth	Sri S. Ramasamy Naidu Memorial College, Sattur	16 th & 17 th Nov 2022
13.	An Analysis of Socio-Economic Factors Affecting Consumer Behaviour of FMCG Among Women Entrepreneur.	One Day National Seminar on Women Empowerment Through Financial Inclusion	Nallamuthu Glunder Mahalingam College (Autonomous), Pollachi	3 rd Feb 2023
14.	Influence of Demographic Factors on Customer's Perceived Marketing Mix for Fast Moving Consumer Goods	National Seminar on Emerging Trends in Commerce And Management	Sri S. Ramasamy Naidu Memorial College, Sattur	23 rd & 24 th Mar 2023
15.	Inter-Relationship Among Brand Equity Analyses in Fast-Moving Consumer Goods	National Conference on Emerging Issues in Service Sectors	Government Arts and Science College, Sivakasi	6 th April 2023
16.	Multivariate Analysis of Socio-Cultural Factors in Buying Behaviour	One Day National Seminar on Rural Women Empowerment through Skill Development	Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi	2 nd Aug 2023
17.	An Analysis of Familiar Brands and Factors influencing the Satisfied Level of the Users of Fabric Care Products in FMCG	Two Days National Level Conference on Sustainability and Technology in the BFSI Sector	G. Venkataswamy Naidu College (Autonomous), Kovilpatti – Department of Commerce &	6 th & 7 th February 2024

S.No.	Title of the Paper	Occasion in which paper presented	Institution	Date(s)
			Research Development Cell	
18.	Digital Marketing Satisfaction Level of Users of Home Care Products	National Conference on Innovations in Financial Services and Markets	G. Venkataswamy Naidu College (Autonomous), Kovilpatti – Department of Commerce (PA)	22 nd March 2024
19.	Age Influence Brand Loyalty among home care products	National Conference on SMART – 1.0, Sustainability of Management for Academic Research and Technology	Ayya Nadar Janaki Ammal College, Sivakasi – Department of Business Administration	23 rd & 24 th January 2025
20.	Advanced Technology in the Marketing 5.0	International conference on Digital Transformation nad Innovation in the Management Academia	Ayya Nadar Janaki Ammal College, Sivakasi – Department of Business Administration	14 th February 2025
21.	4Ps of Online Marketing Mix Analysis on FMCG Consumption Patterns	International Conference on “The Generative AI in Ecommerce, Education, Banking and Finance”	V.H.N. Senthikumara Nadar College, Virudhunagar	28 th February 2025

2.3.2 Details of Papers presented in International Seminars / Conferences

S.No.	Title of the Paper	Occasion in which paper presented	Institution	Date(s)
1.	A Study on Attitude with Relevance to Purchasing Mode of Buyers towards Fast Moving Consumer Goods in Virudhunagar District	Two Day International Conference on Artificial Intelligence – A Game Changer for Maritime Business	AMET Business School, AMET University, Chennai.	18 th & 19 th March 2022
2.	Preference of Electronic Purchasing Sites towards the Purchase of FMCG in Sivakasi Taluk	International Research Conference on Recent Developments and Innovations in Social Science, Arts & Humanities	V.V.Vanniaperumal College for Women, Virudhunagar	22 nd April 2022
3.	Influence of Customers’	Virtual International	Kaamadhenu Arts and	15 th

S.No.	Title of the Paper	Occasion in which paper presented	Institution	Date(s)
	Gender on Factors of Innovation in FMCG Market – A Special Reference to Sivakasi Taluk	Conference on Global Trends in Social Sciences and Information Technology (ICGTSSIT2022)	Science College	July 2022
4.	An Analysis of Four Ps of Marketing Strategy in the Fast-Moving Consumer Goods with Study reference to Anaiyur Village	Two Day International Conference on Innovative, Multidisciplinary and Contemporary Perspectives an Practices in Commerce and Management	Ayya Nadar Janaki Ammal College, Sivakasi	29 th & 30 th Sep 2022
5.	Next Tech in the Marketing 5.0	International Conference on Industry 4.0: Beyond Man & Machine (The Battle for the Soul of Data Science, Fin Tech & Social Sentiments)	TMM College of Arts & Science, Tuticorin, Sri Krishnasamy Arts and Science College, Sattur, Sun Sea Institute of Management, Spectrum Skills Yard & City Academy, Coimbatore	11 th March 2023
6.	Reasons for selecting the particular brands in fast moving consumer goods	International Conference on “Smart Innovative Technologies on Data Analytics” (ICSITDA ‘23)	Ayya Nadar Janaki Ammal College, Sivakasi	26 th May 2023
7.	Mixed Reality in Marketing	Two Day International Conference on “Emerging Trends in Intelligent Computing (ICoETIC -2023)”	JP College of Arts & Science, Tenkasi.	18 th & 19 th August 2023.
8.	Mean Difference among Gender with Innovations of FMCG	Two Days International Conference on Exploring the Significance of Commerce in Today’s World (ICESCTW’23)	Nadar Saraswathi College of Arts and Science, Vadaputhupatti, Theni	11 th & 12 th Sep 2023.

2.3.3. Details of Participated in National Seminars / Conferences

S.No.	Title of the Seminars / Conferences	Occasion in which Participated	Institution	Date(s)
1.	Industrial Revolution 4.0: A Synergistic Approach Through Resilience, Reinvention and Sustainable Development	One Day Level Multidisciplinary E-Conference	Shree L.R. Tiwari Degree College of Arts, Commerce & Science	5 th Feb 2022
2.	Atmanirbhar Bharat: Need of the hour for reviving a Self-Reliant India amid the Pandemic Covid	Two Day Virtual National Seminar	SRM Institute of Science and Technology, Kattankulathur	19 th to 20 th Sep 2022
3.	Innovative Technologies and Job Opportunities in Web 3.0, Metaverse AR & VR and Live Streaming Media	National Level Virtual Seminar	Sathyabama Institute of Science and Technology	15 th April 2023

2.3.4 Participated in the Seminar / Workshop / FDP

S.No.	Name of the Seminar / Workshop / FDP	State / National / International Level	Institution	Date
1.	Impact of Covid-19 on Innovation and Business	National Webinar	Dr. S. R. K. Government Arts College, Yanam	17 th Dec 2021
2.	Crafting Your Doctoral Degree in Social Science Research	National Workshop	Kongu Business School, Perunduari	18 th Dec 2021
3.	Significance of Intellectual Property Rights & Patents for the Nation's Progress	National Webinar	Dr. S. R. K. Government Arts College, Yanam	25 th Dec 2021
4.	Work-Life Balance AMIDST the Pandemic	National Webinar	Dr. S. R. K. Government Arts College, Yanam	29 th Dec 2021
5.	Innovative Techniques in SPSS and Data Analysis	National e-workshop	Sathyabama Institute of Science and Technology	3 rd to 7 th Jan 2022
6.	Business Analytics and Research	Three Day State Level FDP	Department of Business Administration (SF), Ayya Nadar Janaki Ammal College, Sivakasi.	5 th to 7 th Jan 2022
7.	IP Enthusiast	Workshop	Innovative Technology Enabling Center – InTEC	7 th & 8 th Jan 2022
8.	Banking Awareness	National	Shankarrao Patil	10 th Jan 2022

S.No.	Name of the Seminar / Workshop / FDP	State / National / International Level	Institution	Date
		Level E-Quiz	Mahavidyalaya, Bhoom	
9.	OMICRON	Online Quiz	Bell Institute of Hotel Management & Catering Technology	14 th Jan 2022
10.	Art of Drafting Literature Review for Social Science Research	National Online Workshop	Kongu Business School, Perunduari	22 nd Jan 2022
11.	Marketing 5.0	Webinar	Balaji Institute of Management Sciences, Laknepally, Telangana	25 th Jan 2022
12.	Nuances in Writing Research Article	FDP	Shri Krishnaswamy College for Women	9 th to 15 th Mar 2022
13.	Structural Equation Modeling Using AMOS	FDP	Jai Shriram Engineering College, Tirupur	28 th Mar to 2 nd April 2022
14.	Research Capacity Programme on “Data Science Using SPSS”	Workshop	Ayya Nadar Janaki Ammal College, Sivakasi	13 th April 2022
15.	Road Map to Questionnaire Design	Webinar	Government Arts College, Thiruvananthapuram	23 rd April 2022
16.	Ethical Principles in Research	Webinar	Sri Sarada College for Women (Autonomous), Salem	29 th April 2022
17.	Data Analysis with Statistical Package for the Social Sciences	National FDP	Seshadripuram Academy of Business Studies	27 th April 2022 to 6 th May 2022
18.	Advanced Research Methodology	FDP	SRM Institute of Science & Technology, Chennai	9 th to 20 th May 2022
19.	Popular Science Writing Under AWASAR Programme	Workshop	VIGYAN Prasar, & NMS Sermathai Vasan College for Women, Madurai	13 th May 2022
20.	Leadership and Good Governance	International Webinar	Shri S. Ramasamy Naidu Memorial College, Sattur	23 rd may 2022
21.	Best Practices in Paper Submissions and Ethics in Publications	Webinar	Government Arts College, Thiruvananthapuram	28 th May 2022
22.	Art of Writing a Research Article and Indexing & Publication	FDP	Ashoka Women’s Engineering College	9 th to 11 th June 2022

S.No.	Name of the Seminar / Workshop / FDP	State / National / International Level	Institution	Date
23.	Ethics in Research Publications: An Important Issue	Webinar	A2Z EduLearningHub LLP	19 th June 2022
24.	WEB	International Virtual Quiz	Bell Institute of Hotel Management & Catering Technology	24 th July 2022
25.	Structural Equation Modeling (SEM) using SPSS & AMOS	Workshop	A2Z EduLearningHub LLP	4 th , 5 th & 6 th Aug 2022
26.	Development and Psychometric Analysis using EFA and CFA	National Virtual FDP	Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar & G. Venkataswamy Naidu College, Kovilpatti	29 th & 30 th Aug 2022
27.	Best Practices for Selecting Quality Journals	Seminar	Ayya Nadar Janaki Ammal College, Sivakasi	23 rd Sep 2022
28.	Multivariate Data Analysis Using MS Excel and SPSS for Researchers in Commerce and Management Science	Virtual FDP	PSG College of Arts & Science in Association with PSG Center for Academic Research and Excellence, Coimbatore	5 th to 9 th Dec 2022
29.	Process and Practice of Research	National Level Three Day Workshop	Ayya Nadar Janaki Ammal College, Sivakasi	23 rd , 24 th & 25 th Jan 2023
30.	Academic Publication Strategy – Planning and Execution	Two Days National Level Workshop	Nadar Mahajana Sangam S. Vellaichamy Nadar College	7 th & 8 th Feb 2023
31.	Data Analysis Using SPSS & AMOS and Research Publication Essentials	Two Days National Level Workshop	G. Venkataswamy Naidu College (Autonomous), Kovilpatti	6 th & 7 th Mar 2023
32.	Research for Researchers	National Level Faculty Development Programme	Ayya Nadar Janaki Ammal College, Sivakasi	16 th Mar 2023
33.	Multivariate Analysis: To Optimize Social Science Research	National Level Online Workshop	Kongu Engineering College, Perunduari	21 st April 2023
34.	Innovative	National	Sathyabama Institute	15 th April

S.No.	Name of the Seminar / Workshop / FDP	State / National / International Level	Institution	Date
	Technologies and Job Opportunities in Web 3.0, Metaverse AR & VR and Live Streaming India	Level Virtual Seminar	of Science and Technology	2023
35.	Structural Equation Modeling (SEM) using SPSS & AMOS	Three Day Workshop	A2Z EduLearningHub LLP	29th, 30th & 31st May 2023.
36.	Introduction to SPSS	National Webinar	AIM Insights	3 rd June 2023.
37.	Holistic And Multidisciplinary Approach Towards National Higher Education Quality Framework	A Two Day NAAC Collaborated National Virtual Seminar	Cauvery College For Women (Autonomous), Trichy.	5 th & 6 th June 2023.
38.	Scholarly Writing: Research Publications, Citation Analysis, Anti-Plagiarism, Reference management Tools and Strategies of Copyright and Patent (IPR)	Two – Day National Level Capacity Building Programme	RAMCO Institute of Technology, Virudhunagar & SALIS	04 th & 05 th August, 2023
39.	Time Series analysis using EViews	Workshop	Department of Commerce, Kalasalingam Business School, Kalasalingam Academy of Research and Education	31 st August, 2023.
40.	Research Ethics in Higher Education	FDP	Rani Anna Government College for women, Tirunelveli, & Globethics, South Asia Centre, Bangalore.	18 th to 25 th Sep 2023.
41.	Crafting Questionnaires for Academic Research	International webinar	A2Z EduLearningHub LLP	23 rd Sep 2023.
42.	Multivariate Analysis & Its Interpretation using SPSS	International Online Workshop	Inspire Softech Solutions, Chennai	23 rd to 25 th Sep 2023.
43.	AI-Powered Academic Writing: Exploring Opportunities for Researchers and	Online Seminar	A2Z EduLearningHub LLP	10 th Oct 2023.

S.No.	Name of the Seminar / Workshop / FDP	State / National / International Level	Institution	Date
	Educators			
44.	AMOS: SEM and CFA	International Training Program	Special Minds	20 th to 22 nd Oct 2023.
45.	General Paper on Teaching and Research Aptitude (UGC NET: Paper I)	International Online Workshop	Global Institute of Statistical Solutions (GISS)	4 th to 8 th Nov 2023.
46.	Contemporary Statistical Tools for Handling Research Data	Three Day National Level Workshop	Ayya Nadar Janaki Ammal College, Sivakasi, PG and Research Department of Commerce, & ICSSR	9 th , 10 th & 11 th January 2024.
47.	Qualitative Data Analysis using NVivo Software	Five - days National Level Faculty Development Programme	Institute of Science & Management , Ranchi, Jharkhand (Approved by AICTE & Affiliated to Jharkhand University of Technology)	16 th to 20 th January 2024.
48.	Presentation Skills	International Conference on Interview Skills	Bharathi Chudar, United Kingdom & Creating Leaders through Colourful Learning Skill Developer	31 st January 2024
49.	Statistical Tools for Effective Research	State Level Workshop	SRNM College, Sattur, PG & Research Department of Commerce.	5 th & 6 th Feb 2024.
50.	Submit an Article in Jouranls (UGC/ Wos/ Scopus) – Step by Step Guidelines	One Day Workshop	SFR College, Sivakasi, Research & Development Cell 7 International Journal of Tamil Language and Literary Studies (IJTLIS)	22 nd Feb 2024.
51.	Essentials of Report Writing using MS Word	Webinar	UGC - Malaviya Mission Teacher Training Centre, Madurai Kamaraj University	24 th Feb 2024
52.	Research and Development	Webinar	UGC - Malaviya Mission Teacher Training Centre,	2 nd March 2024

S.No.	Name of the Seminar / Workshop / FDP	State / National / International Level	Institution	Date
			Madurai Kamaraj University	
53.	Start Research with Smart Artificial Intelligence (AI) Technology	International Online Workshop	Global Institute of Statistical Solutions (GISS)	2 nd to 4 th March 2024
54.	Dr. B. R. Ambedkar's Economic Thought and its Impact on the Financial Sector	One Day Webinar	Indian Academic Researchers Association & Education Research and Development Association	14 th April 2024
55.	NTA NET Commerce – Paper II	Ten Days Online	EDUCA - Institute For Professional & Career Development	4 th to 13 th August 2024
56.	Navigating the Publishing Landscape: AI Tools and Plagiarism Prevention Techniques	One Day Seminar	Library & Department of English (PG), Ayya Nadar Janaki Ammal College, Sivakasi	29 th August 2024
57.	Reference Management: Tips and Techniques	Skill development Programme	Academics Cell & Research Cell, Ayya Nadar Janaki Ammal College, Sivakasi	12 th September 2024
58.	Human Rights	One Day Basic Training Programme	National Human Rights Commission, New Delhi and PG & Research Department of Commerce, ANJAC, Sivakasi	20 th December 2024
59.	Harnessing Artificial Intelligence to Transform Teaching and Learning	Five-Day FDP	Kumaraguru School of Business	6 th to 10 th January 2025
60.	Collaborative Innovation: How Multidisciplinary Research is Shaping the Future	Two Day National Level	Ramco Institute of Technology	28 th & 29 th March 2025
61.	Multivariate analysis using JAMOV	Three Days International Online Workshop	Institute for Statistics and Analytical Research	9 th to 11 th April 2025

III. Co-Curriculum Activities

S.No	Name of the Activity	Organiser	No. of Beneficiaries
1.	Peer Forum Discussion on “Sampling Techniques in Research”	PG & Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi	33 Students
2.	Peer Forum Discussion on “Data Collection”	PG & Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi	75 Students
3.	Peer Forum Discussion on “SPSS”	Department of B.Com CS, Ayya Nadar Janaki Ammal College, Sivakasi	10 Students

Personal Information

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Declaration

I hereby declare that all the above information is true to the best of my knowledge and belief.

PLACE: Madurai**Yours Truly,****DATE:****(P. MUTHU GANESHWARI)**