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### **Publications**

1. **“Working Conditions of Female Domestic Workers in Metropolitan Cities”** (2011) UGC Sponsored National Seminar on New Vistas: Exploring Issues of Women in Unorganised Sector” Scott Christian College (Autonomous) Nagercoil. ISBN No.978-81-906512-6-4.P.N: 262-263
2. **“Migration-A Perception Analysis”** (2011) Ugc Sponsered National Seminar on Human Rights- Challenges and Responsibilities” V.H.N.Senthikumara Nadar College, Virudhunagar.P.N:37-40
3. **“Internet and Individuality”** (2012) Trends in Commerce and Management, ISBN No.978-81-8094-136-8.P.N:376-378.
4. **“International Trade Leads of Indian Pepper”** (2013) Global Marketing Scenerio, B Club Publication, Thuckalay. ISBN No: 978-81-925275-0-5.
5. **“Indian Pepper Going Global, Thanks to International Trade Leads”** (2013) 2<sup>nd</sup> International Conference on Competency Building Strategies in Business and Technology for Sustainable Development, Sri Ganesh School of Business Management, Salem. ISSN No.2319-1406.P.N:95

6. **“Frauds in Indian Banks”** (2014) International Conference on Finance and Banking, Kanyakumari. ISBN No 9788192527512.P.N:190-193.
7. **“Characteristics and Business Success of SMEs in Kanyakumari District”** (2014) Proceedings of UGC Sponsered National Conference on Impact of Globalisation in the Performance of Micro and Small Enterprises in India. Organised by Department of Commerce and Research Centre, Scott Christian College (Autonomous) Nagercoil. SCITECH Publications, Chennai.ISBN No.978-81-8371-671-0. P.N:114-115.
8. **“Micro –Finance Institutions and Rural Development of India”** (2016) Emerging Trends in Finance and Accounting, B-Digest Publications, Nagercoil.ISBN No: 978-93-84734-21-3.P.N:97-100
9. **“A study on the Impact of Digital Marketing Channels of MSMEs in Kanyakumari District”** (2018) International Journal of Scientific Research and Review, ISSN No.2279-543X.
10. **“Customer Satisfaction of E-Banking Systems”**(2019) JETIR,Vol.6 Issues2 ISSN No.2349-5162
11. **“Enhancement of Civic Amenities Through Rural India Empowerment”**(2019) ISSN No.2278-4853.
12. **“A Study on Impact on Consumer Buying Behavior with reference to Kanyakumari District”**(2021) UTKAL Historical Research Journal,Vol.XXXIV. ISSN No.0976-2132.
13. **“Effects of Social Media Marketing”**(2022)Journal of Management and Entrepreneurship Vol 16.No1 , ISSN No.229-5348.
14. **“Customer Perception of Online Shopping in Covid-19”**(2022) International Journal of Humanities, Law and social sciences Published Biannually, Vol.X, Issue 1 No.09 ISSN No.2348-8301.
15. **“A Study on Job satisfaction of Women Constables in Kanyakumari District”** (2022) IJFANS ISSN No.2319-1775.
16. **“Customer Buying Behavior in Social Media Marketing”**(2022)Exploring Opportunities in Commerce & Management ISSN No. 2348-8301
17. **“Problems Faced by women constables in Kanyakumari District”** (2022) South India Journal of Social Sciences ISSN.No. 0972-8945.

18. “A Study on Job satisfaction of Women Constables During COVID-19 in Kanyakumari District”(2022) IJFANS ISSN No.2319-2320-7876.

19. “Impact of MGNREGA in the Poverty Alliviation of Rural Poor in Kanniyakumari District” (2024) ,International Journal of Creative Research Thoughts, ISSN No.2320-2882,Vol.12,Issue 7.

**Project Details:**

S.No	Title of the Project	Funding Agency	Sanctioned Order No. & Date	Total Grant	Ongoing /Completed
1.	Impact of Poverty Alliviation Programmes in Kanniyakumari District - A Study With Reference to MGNREGA	ICSSR	F.No.02/10/2022-2023/ICSSR/RP/MN/OBC & 01.05.2023	5,00000	Ongoing
2	Market Potential of Mundum Nerithum in the three southern Districts of Tamilnadu	LUMIA PROWESS Ltd.	MRS/MN/3 & 01.02.2020	3,60,000	Completed

**Research Supervision :**

❖ **Number of Ph.D Scholars**

- a) **Completed: 3**
- b) **Ongoing : 4**

**Awards Received :**

- Inspiring Educator Award by International STEM and Robotics Championship (ISRC) in the year 2024.
- National Excellence Achievers Award by Welred Foundation in the year 2024.
- International Academic Excellence Award by DMI. St.John The Baptist University, Malawi,Central Africa in the year 2024.