

**Seminars/Conferences/Workshops/ FDP Attended /Presented
(2016-2017)**

S.No	Name of the Faculty	Date	Nature of Event	Level	Theme/Topic	Details of Organizer	Presented /Attended	Title of the paper (If presented)
1	Dr.S.Saraswathi	19.08.2016	Conference	International	Services Marketing – Taking the Show Abroad	Department of Management, P.K.R. Arts College for Women, Gobi	Presented	Service Marketing – Customers Expectations and Delight
2	Mrs.C.Brundha							The Role of Service Quality in the Development of Tourism Industries
3	Dr.P.Janaki							Marketing Strategies for Service Sector
4	Dr.S.Vishnuvarthani							Promotional Strategies for Services in Rural Market
5	Mrs.N.Vidhya							Service Marketing Mix of Indigo Airlines
6	Dr.S.Saravanambigadevi							Service Quality and Customer Satisfaction
7	Mrs.P.Shanthi							Consumer Behaviour in Service
8	Mrs.E.Thenmozhi							Service Marketing Mix of Indigo Airlines
9	Mrs.C.Chitra							Service Quality and Customer Satisfaction
10	Ms.R.Sangeetha							The Changing Face of Services marketing
11	Dr.S.Vishnuvarthani	08.09.2016	Conference	(ICSSR sponsored) National	Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges	Department of Commerce & Commerce with Professional Accounting, Dr.N.G.P Arts and Science College, Coimbatore	Presented	Government Initiatives to Tap Rural Entrepreneurship
12	Dr.P.Janaki	08.09.2016	Conference	International	Role of Women in Entrepreneurial Development in the Indian Context	Department of Commerce(CA), K.S.R. College of Arts & Science for Women, Tiruchengode	Presented	Women Entrepreneurship in India
13	Dr.S.Vishnuvarthani							Promotional Efforts Supporting Women Entrepreneurs in India
14	Ms.R.Sangeetha							Problems of Rural Women Entrepreneurs

15	Dr.S.Saravanambigadevi	15.09.2016 & 16.09.2016	Conference	International	Sustainable Development and Economic Growth on Global Perspective	Department of Commerce, Commerce(CA) and Business Administration, Bharathiar University Arts & Science College, Valparai	Presented	Role of NABARD in Economic Development
16	Dr.S.Vishnuvarthani	28.09.2016	Conference	International	Emerging Trends and Innovations in Digital Marketing	Department of Commerce CA & PA, Sankara College of Science and Commerce, Coimbatore	Presented	Green Marketing – Issue and Challenges in Current Business Scenario
17	Mrs.C.Chitra	27.01.2017	Conference	National	Impact of Demonetisation on Alternate payment Mechanism	Department of Commerce Studies, SNMV College of Arts and Science, Coimbatore	presented	Impact of Demonetisation: Cashless Payment System
18	Dr.P.Janaki	01.02.2017	Conference	International	Recent Trends in Commerce & Management	Department of Commerce(CA), Sengunthar Arts and Science College, Tiruchengode	Presented	Indian Trade policies
19	Dr.S.Vishnuvarthani							Retail Sector in India: Issues and Prospects
20	Mrs.G.Punitha							Emerging Opportunities and Challenges of Green Marketing in India
21	Dr.P.Janaki	02.02.2017 & 03.02.2017	Conference	International	Recent Advances in e-Business: Challenges & Opportunities	PG & Research Department of Commerce & Management, Vivekanandha College of Arts & Sciences For Women & Department of Commerce Avinashilingam Institute For Home Science & Higher Education For Women, Coimbatore	Presented	Consumer Preference Towards Select Textile Retail Outlets – An Exploratory Study in Erode City
22	Dr.S.Vishnuvarthani							Traveller’s Perception on Online Bus Ticket Booking in Erode City
23	Mrs.P.Shanthi							E - Business Strategy
24	Mrs.G.Punitha							Recent Trends in Indian Banking Industry
25	Mrs.C.Chitra							Challenges and Opportunities of E – Marketing
26	Dr.P.Janaki	03.02.2017	Conference	Global	Evolving Trends in Business Models & Markets	Department of Management Studies, Nehru Institute of Technology, Coimbatore	Presented	Stress Management

27	Mrs.C.Brundha	10.02.2017	Conference	(ICSSR Sponsored) International	Digital India: New Perspectives in Management of Technology and Innovation	Department of Commerce with Computer Applications, Vellalar College for Women(Autonomous), Erode	Presented	Digital Transformation in Manufacturing Industry – An Overview
28	Dr.S.Vishnuvarthani							Digital Education in India- A Silhouette
29	Mrs.N.Vidhya							Digital Transformation in Banking Sector
30	Dr.S.Saravanambigadevi							Impact of Digital India on Society
31	Dr.S.Saravanambigadevi							Challenges and Opportunities for Digital Transformation in the Public Sector
32	Mrs.E.Thenmozhi							The Digital Transformation of HealthCare Services
33	Mrs.G.Punitha							Digital India: A Unique Step Towards E-Learning in India
34	Ms.R.Sangeetha							E-Governance – Reforming Government Through Technology
35	Dr. S.Senthilvadivu							Digital India to Boost Agricultural Sector
36	Dr.P.Janaki	03.03.2017	Conference	International	International Conference on Emerging Trends in Business Models and Techniques	Department of Commerce(CA), St.John's College, Palayamkottai	Presented	A Study on Financial Performance Analysis of Kajaria Ceramics Limited, New Delhi
37	Mrs.N.Vidhya							E-KYC
38	Mrs.E.Thenmozhi							E-KYC
39	Ms.R.Sangeetha							Growth of Retail Industry in India
40	Dr.S.Parimala							Vitality of Digital Business
41	Dr. P.Janaki	22.09.2016 & 23.09.2016	Seminar	(ICSSR Sponsored) National	ICSSR Sponsored Two Day National Seminar on Rural Women Entrepreneurship Skill Development in India	Department of Management, PKR Arts College for Women, Gobi	Presented	Financial Assistance to Rural Women Entrepreneurs
42	Dr.S.Vishnuvarthani							Role of Women Entrepreneurs in Economic Development
43	Mrs.N.Vidhya							Marketing Problems of Rural Women Entrepreneurs
44	Dr. S.Saravanambigadevi							Problems and Prospects of Women Entrepreneurs
45	Mrs.P.Shanthi							Challenges For Rural Women Entrepreneurs

46	Mrs.E.Thenmozhi							Role of Women in Business Planning
47	Dr.K.M.Sabitha							Women Entrepreneurs and Economic Development of India
48	Mrs.C.Chitra							Financial Assistance to Rural Women Entrepreneurs
49	Ms.R.Sangeetha							Opportunities and Challenges for Rural Women Entrepreneurs
50	Dr.S.Saraswathi	10.02.2017	Seminar	National	Black Money Eradication: Challenges in Indian Industrial Sector	Department of Commerce and Commerce(CA), Nandha Arts and Science College, Erode	Presented	Pros and Cons of Demonetisation
51	Dr. P.Janaki							Women's Satisfaction Towards TVS Scooty Pep Models – A Study in Erode City
52	Dr.S.Vishnuvarthani	19.01.2017	Seminar	National	Emerging Business Practices in the Global Environment	PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli	Presented	Green Marketing – An Bouleward for Sustainable Market Growth
53	Dr. S.Saravanambigadevi							E-Payment
54	Dr.S.Vishnuvarthani							Modern Agriculture in India: Issues and Prospects
55	Mrs.N.Vidhya	15.02.2017 & 16.02.2017	Seminar	(NABARD sponsored) National	Enhancing Agricultural Productivity	Department of Commerce, PKR Arts College for Women, Gobi	Presented	Recent Trends in Agriculture : Organic Farming
56	Mrs.E.Thenmozhi							
57	Dr.S.Vishnuvarthani	01.03.2017 to 03.03.2017	Workshop	National	Advanced Research Methods in Commerce and Management	Department of Commerce, PSGR Krishnammal College for Women, Coimbatore	Attended	-

58	Dr.S.Vishnuvarthani	08.04.2017	Workshop	State	Plagarism and Citation Analysis	Learning Centre, Bannari Amman Institute of Technology, Sathyamangalam in association with Society for the Advancement of Library and Information Science(SALIS), Erode	Attended	-
59	Dr.S.Saraswathi	28.01.2017	FDP	Institutional	Outcome based Education – A Perspective	IQAC, Vellalar College for Women(Autonomous), Erode	Attended	-
60	Mrs.C.Brundha							
61	Dr.P.Janaki							
62	Dr.S.Vishnuvarthani							
63	Mrs.N.Vidhya							
64	Dr.S.Saravanambigadevi							
65	Mrs.P.Shanthi							
66	Mrs.R.Vasanthi							
67	Mrs.E.Thenmozhi							
68	Dr.S.Saraswathi	27.02.2017	FDP	Institutional	Outcome based Education – Bloom’s Taxonomy	IQAC, Vellalar College for Women(Autonomous), Erode	Attended	-
69	Mrs.C.Brundha							
70	Dr,P,Janaki							
71	Dr.S.Vishnuvarthani							
72	Mrs.N.Vidhya							
73	Dr.S.Saravanambigadevi							
74	Mrs.P.Shanthi							
75	Mrs.R.Vasanthi							
76	Mrs.E.Thenmozhi							
77	Dr.S.Vishnuvarthani	01.10.2016	Workshop	Institutional	SPSS PACKAGE	PG Department of Library and Information Science, Vellalar College for Women, Erode	Resource Person	

78	Dr.S.Saravanambigadevi	15.02.2017	NSS Orientation	-	NSS Orientation	CNC College, Erode	Resource Person	
79	Dr.S.Vishnuvarthani	16.03.2017	Guest Lecture	-	Enriching Employable Skills	Department of M.Com(CA), Sri Vasavi College, Erode	Resource Person	