

Seminars/Conferences/Workshops/ FDP Attended /Presented

(2022-2023)

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	10.03.2023	Conference	National Level	DiGi-Marketing- DiGi Payments: Recent Transformation in Indian Business	Department of Commerce with Computer Applications, Nandha Arts and Science College, Erode	Presented	Dynamics of Digital Marketing
2.	Dr.S.Saravanambigadevi							Digital Marketing – Impact of Indian Economy
3.	Mr.S.G.Punitha							Customer Perception on Digital Marketing
4.	Dr.C.Chitra							Digital Payment Methods in India Problems and Prospects
5.	Dr.S.Parimala							Digital Marketing Tools & Techniques
6.	Dr.S.Senthilvadivu							Digital Technology and Its Impact on Indian Economy
7.	Mrs.D.Vidhya							Customer Perception and Satisfaction towards Digital Payment: A Study in Erode City
8.	Ms.S.Velvizhi							Legal Issues on Crypto Currency
9.	Dr.R.Samundeeswari							Customer Perception on Digital Marketing
10.	Dr.S.Sasikala							Dynamics of Digital Marketing
11.	Dr.K.R.Sakthidevi							Role of Digital Marketing in Growth of E-Business The Who, What, Why and How
12.	Dr.R.P.Manjula							Digital Payments Methods and Gateways
13.	Ms.S.Velvizhi	08.11.2022 to 14.11.2022	FDP	State Level	Digitalization in Accounting and Finance	KG College of arts and science & Pioneer College of Arts and Science, Coimbatore.	Attended	-
14.	Dr.C.Chitra	13.02.2023 to 17.02.2023	FDP	International Level	Challenges for students in the New Normal	Department of Business Administration ,Government Arts College, Coimbatore.	Attended	-
15.	Dr.S.Parimala							
16.	Dr.S.Senthilvadivu							
17.	Ms.S.Velvizhi							

18.	Dr.C.Chitra	27.03.2023 to 29.03.2023	FDP	International Level	Use of Tools and Techniques in Research Methodology	Department of commerce, Hindusthan Arts and Science College, Coimbatore	Attended	-
19.	Dr.S.Parimala							
20.	Dr.R.Senthilvadivu							
21.	Ms.S.Velvizhi							
22.	Dr.R.Samundeeswari							
23.	Dr.S.Sasikala							
24.	Dr.R.P.Manjula							
25.	Dr.K.R.Sakthidevi							
26.	Mrs.G.Punitha	27.03.2023 to 31.3.2023	FDP	International Level	Teaching Pedagogy and Life Skill Management	Department of commerce, Hindusthan Arts and Science College, Coimbatore	Attended	-
27.	Dr.C.Chitra							
28.	Dr.S.Parimala							
29.	Dr.S.Sasikala							
30.	Dr.K.R.Sakthidevi							
31.	Dr.R.P.Manjula							
32.	Ms.S.Velvizhi	30.07.2022 to 31.07.2022	Workshop	National Level	NTA Net Paper -2 (Commerce & Management)	Bala's VV Academy, Chennai.	Attended	-
33.	Ms.S.Velvizhi	31.07.2022	Workshop	National Level	NTA Net Paper 1	Bala's VV Academy, Chennai.	Attended	-
34.	Dr.S.Parimala	05.11.2022	Workshop	National Level	Research paradigms	Christ College, Pune.	Attended	-
35.	Ms.S.Velvizhi							
36.	Ms.S.Velvizhi	25.11.2022	Webinar	National Level	Role of Social Media Marketing in service Sector	SSCA.Govt.First Grade College,Belagavi.	Attended	-
37.	Ms.S.Velvizhi	07.12.2022	Webinar	National Level	Emotional Intelligence	MQI College of Management MCM,Bangalore	Attended	-
38.	Ms.S.Velvizhi	22.02.2023 to 28.02.203	Webinar	National Level	Revised NAAC Criteria	St. Teresa's Degree College for Women , Bengaluru	Attended	-