



Dr. T.R. Gurumoorthy
Senior Professor & Head

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Academic Qualifications: M.Com., M.Phil., PGDCA., Hr. Dip in Devara Isai, Ph.D.

Teaching Experience: 32 Years

Research Experience: 27 Years

Additional Responsibilities Held

1. Vice Chancellor Officiating Committee Member
2. Member of Sydicate-Alagappa Univeristy
3. Dean-Faculty of Management
4. Theme Co-ordinator, RUSA
5. Registrar i/c, Alagappa University
6. Finance Officer i/c, Alagappa University
7. Dean, College Development Council, Alagappa University
8. Director, Directorate of Distance Education, Alagappa University
9. Dean, Student Affairs
10. Chief Editor and Publication Officer
11. Coordinator, Youth Welfare and Empowerment
12. Dean (Research)

13. Programme Coordinator, NSS
14. Coordinator RRC
15. Adviser, International Students Cell
16. Deputy Warden, PG Men's Hostel
17. Publication Officer and Chief Editor, Alagappa University News Letter
18. Steering Committee Member, NAAC – SSR preparation.
19. Director i/c, Directorate of Distance Education

Areas of Research

Marketing Management

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	18	05
	M.Phil.	45	01
Project	PG	25	02

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
20	33	51	12	23

Cumulative Impact Factor (as per JCR) : .99

Funded Research Projects

Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	UGC	2009	2011	Impact of SHGs on Socio-Economic Development of Women in Sivagangai District	3.72
2.	RUSA	2018	2020	Entrepreneurial Skill through the Internship	17.00

Distinctive Achievements / Awards

1. "BEST CONTRIBUTOR AWARD" in the year 1994 given by the United Writers Association, Chennai and distributed by Dr. Manmohan Singh, the then Union Finance Minister, Government of India.



2. 25 years Meritorious Service Award from the Alagappa University.
3. Appreciation Award – RUSA 2.0 Scheme, Alagappa University, Karaikudi

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 21

1. Seminar on Human Rights, 25.4.1996
2. Seminar on Youth and Development, 5.11.1997
3. Seminar on World Understanding and Peace, 24.2.1998
4. Seminar on Youth Participation in Nation Building, 31.3.1998.
5. Seminar on Environmental Protection, 26.3.1998.
6. Special Camp for 10 days at Kandanoor, March 1998.
7. Special Camp for 10 days at Amaravathipudur, March 1999.

8. Organised Blood Donation Camp, Eye Camp, Health Awareness Camp, Tree Plantation Activities, Periodical Elocution and Essay Competitions, Leadership Development Programmes and Other Regular NSS activities.
9. Seminar cum celebrations on the World Tourism Day 2011
10. Workshop for 6-days on Methodological Metrics in Business Research
11. Seminar cum celebrations on the World Tourism Day 2012
12. Research Methodology course for 10-days for Commerce and Social Science
13. Workshop for 2-days on Hands on SPSS Training with AMOS
14. YRC Trainers Training Program
15. National Seminar: 'Learned' - Multi-Skilling for Success (MS4MS)
16. International 3-in-1 Conclave 'A GEM in GLIMPSE': Assertive Global Economic Management Imperatively Needs Global Leadership, Investment, Markets, Peace, Stimulus, and Engagement, in Association with the Faculty Management
17. National Seminar on Indian Software Industry- Growth and Future (along with Skill Development centre)
18. ACT NExT (Alagappa celebrates Themed Noble Excellence Talks), 2014-Peace prize, 25th (Along with IQAC)
19. World Heritage Day
20. International Peace Day
21. Alagappa Celebrates Themed Nobel Excellence Talk (ACT NEXT), 2015 'Nobel Peace Prize Theme'
22. AICTE – ATAL,

Events Participated

Conferences / Seminars / Workshops: 32

Overseas Exposure / Visits

1. Visited Singapore, Malaysia, and France
2. Delivered special lectures on Thiruvassagam and Thirukural in Tamil Sangam in Malaysia in the month of June, 2016 and presented a paper on Thirukural in the International Conference held at France in the month of September, 2016.
3. Presented a paper on Internship Training – A Route for entrepreneurial Skill development International conference held at Dubai in the month of February, 2020.

Membership in Editorial Board

1. Commerce Journal, University of Kerala

Advisory Board

1. Member, Alagappa University Level NSS Advisory Committee
2. Member, Research Advisory Committee, Alagappa University
3. Member, Research Advisory Committee, Karpagam University
4. Member, Advisory Committee for Hostel Infrastructure Facility
5. Member, Calendar Committee for the Academic year 2016-17
6. Member, Advisory Committee, ALUTUS, 2016
7. Member, Anti-Ragging Squad

Academic Bodies (such as Board of Studies etc.,)

1. Member, Board of Studies in Commerce, Rajasthan University, Jaipur
2. Member, Board of Studies in Commerce, Kerala University, Thiruvananthapuram
3. Member, Board of Studies in International Business and Commerce, Alagappa University
4. Member, Board of Studies in M.Com., Bharathidasan University
5. Member, Board of studies in BFA, Alagappa University
6. Chairperson, Board of Studies in M.Phil (Commerce) Affiliated Colleges, Alagappa University
7. Chairperson, Board of Studies in B.Com (CA) Affiliated Colleges, Alagappa University
8. Chairperson, Board of Studies in M.Com, Alagappa University
9. Member, Board of Studies in B,Com, Affiliated Colleges, Alagappa University.
10. Member, Board of Studies in B.Com Apprenticeship Embedded, Department of Commerce, Alagappa University, Karaikudi.

11. Member, Board of Studies in Diploma in Management Accounting, Thassim Beevi Abdul
Kader College for Women, Kilakarai.

Indian Commerce Association

1. Member

Resource persons in various capacities

Number of Invited / Special Lectures delivered: 81(Recent)

Sl. No	Title of the Conference, Seminar, Workshop	Organizer with Place	Date	Topic of Paper Presented/ Attended	National/ International
1.	Entrepreneurship Development	Business Collaboration Centre, Alagappa University, Karaikudi	15-12-2015	Entrepreneurial Motivation	National
2.	Training Programme to the newly Recruited Administrative Staff	Alagappa University	15-12-2015	Office Maintenance	National
3.	Tirukural International Conference	Alagappa University	07-01-2016	Philosophy of Life Given in Tirukural and Appar Dhevaram	International
4.	National Youth Day Celebration	Vivekanandha Centre for Research	12-01-2016	Vivekanandha Philosophy	National
5.	Recent Trends in Management Research	Alagappa University	19-02-2016	Factors Influencing Impulse Buying Behaviour of Edible Oil	National
6.	Recent Trends in India's Foreign Trade	Department of Commerce, Thiagarajar College, Madurai	25-02-2016	Key-Note Address	National
7.	Alagu-Aram	Cultural Club, Alagappa University	19-03-2016	Influence of Cultural Events on Academic Performance of Students	National
8.	Convocation Function	Sivakasi Nadar Pioneer Meenakshi College for Women, Poovanthi	21-01-2016	Convocation Address	National
9.	National Conference on World Poetry Day	Department of English and Foreign Languages, Alagappa University	21-03-2016	Robert Frost and William Wordsworth Vs Manickavasagar – A Comparison of Artistic Poetry	National
10.	NSS Special Camp	NSS Cell, Alagappa University	12-03-2016	Spiritualism	National
11.	State Level Workshop on Soft Skill Training for Pre-Service and In-Service Teachers	College of Education, Alagappa University	24-03-2016	Know Yourself	National
12.	Nobel Peace Theme Talk	Department of International Business &	31-03-2016	Peace	National

13.	World Entrepreneurship Day	Commerce, Alagappa University Alagappa Institute of Skill Development, Alagappa University	15-04-2016	Special Address on Entrepreneurship	National
14.	Educational Practices in Chola Kingdom(850-1279AD)	Department of History and DDE, Alagappa University	09-09-2016	Felicitation Address on Chola Kingdom	National
15.	World Animal Day Celebration	Animal Health and Management, Alagappa University	06-10-2016	Animal Wealth	National
16.	YRC Programme	YRC, Alagappa University	07-10-2016	Service of YRC	National
17.	Entrepreneurial Motivation	Department of Commerce and Financial Studies, Bharathidasan University	18-10-2016	Core Competency	National
18.	Teaching Methodology of Employment Skills	Centre for Youth Welfare, Alagappa university	21-10-2016	Enhancement of Employability Skills	National
19.	Multi Dimensions of Tamil Culture	Centre for Tamil Culture, Alagappa University	22-10-2016	Spiritualism of Tamil	International
20.	Inauguration of Commerce Associations	Arumugam Pillai Seethai Ammal College, Tiruppathur	26-10-2016	Personality Development	National
21.	Learning Skill Development	Department of Commerce, Alagappa University	01-11-2016	Learning Skill Development	National
22.	Recent Development in Computer Networks	Department of Computer Application, Alagappa University	07-11-2016	Valedictory Address on Developments in Computer Network	National
23.	Refresher Course for Commerce Teachers	Department of Management Studies, MK University	17-11-2016	i)Business Environment and ii)Learning Environment	National
24.	Digitalization of Information Sources in Libraries using Open Resource Software in Academic Institution	Department of Library Science and Technology	15-12-2016	Felicitation Address on Digitalization of Information Sources	National
25.	Workshop on Classical Dance	Department of Fine Arts in Association with Kalailaveri College of Fine Arts, Trichy	18-12-2016	Special Address on Classical Dance	National
26.	Vivekananda Philosophy	Vivekananda Chair, Alagappa University	21-12-2016	Special Address on Vivekananda Philosophy	National

27.	Seagull-Leadership Training	AUCPE, Alagappa University	23-08-2017	Valedictory Address	National
28.	Research Scholar Forum	Faculty of Education	29-08-2017	Felicitation Address	National
29.	International Peace Day	Department of Commerce, Alagappa University	12-09-2017	Special Address	National
30.	Convocation Address	Adhavan College of Arts and Science, Manaparai	17-09-2017	Special Address	National
31.	Gandhi Jeyanthi Function	National Mahatma Gandhi Social Welfare Trust, Pudukottai	02-10-2017	Special Address	National
32.	Facts of Digital Marketing Spree	Alagappa University	21-02-2019		National
33.	Companies Act, 2013	Department of Corporate Secretaryship	01-03-2019		National
34.	Natyanjali Festival	Department of Fine Arts	04-03-2019		National
35.	Youth Red Cross	Alagappa University	05-03-2019		National
36.	Faconfest	Alagappa Institute Skill Development	06-03-2019	Felicitation	National
37.	Three Day Workshop on Atelier de' Cuisine	Department of Tourism and Hotel Management	07-03-2019	Special Address	National
38.	Tycoons of Tomorrow	Alagappa Institute of Management	08-03-2019	Felicitation	National
39.	Two Day Workshop on Credibility of Soft Skills in Teaching Profession	Alagappa University	19-03-2019		National
40.	Character Building: Sensitizing the Youth with Ideologies of Swami Vivekananda	Swami Vivekananda Centre for Higher Education	02-04-2019		National
41.	National Education Policy	Bhartiya Shikshan Mandal Dakshan	21-07-2019		National
42.	Helmet Awareness Rally, Fuel Conservation Awareness and Road Safety Awareness Programme	Youth Red Cross & National Service Scheme(NSS)	05.11.2019	Felicitation	National
43.	Re-Engineering Business Environment for Sustainable Development in India	Alagappa Institute of Management	09-12-2019		National

44.	National Unity Day	Alagappa University	10-12-2019		National
45.	Regional Art: Melding Tradition with Modernity	Department of Fine Arts	10-12-2019		National
46.	Recent Advances in Marine Biodiversity and Conservation	Department of Oceanography	13-12-2019		National
47.	Alagu Fest, 2019	South Zonal Youth Festival, Alagappa University	18-12-2019		National
48.	Soft Skill Development Programme	Alagappa Institute of Management	10-01-2020		National
49.	Franchising	Alagappa Institute of Management	23 rd & 24 th January, 2020		National
50.	Capacity Building and Outcome Based Education in Digital Era	M.S.University	25-01-2020		National
51.	rpj;j kUj;Jt tpopg;Gzh;T kw;Wk; %ypiff;fz;fhl;rp jpwg;Gtpoh	kj;jpa rpj;j kUj;Jt Muha;r;rp FOkk;> ,e;jpa kUj;Jtk; kw;Wk; XkpNahgj;jpj;Jiw> rptfq;if khtl;lk;> ,isQh; nrQ;rpYit rq;fk;> mofg;gh gy;fiyf;fofk;	09.02.2020	fUj;Jiw	National
52.	Facon Fest - 2020	Alagappa Institute of Skill Development	04.03.2020	Felicitation	National
53.	Two Day Training Programme on Job Readiness – Connect with Work	Equal Opportunity Cell, Alagappa University, Karaikudi	05.03.2020	Special Address	National
54.	Two Day International Conference – Performing Arts and Fine Arts: challenges and Prospects Today	Department of Fine Arts & Kalai Kaviri College of Fine Arts, Tiruchirappalli	05 th & 06 th March, 2020	Felicitation	National
55.	Cognition and Teaching Competence	Alagappa University College of Education, Alagappa University, Karaikudi	06.03.2020	Felicitation	National
56.	International Women’s Day	Department of Commerce, Alagappa University, Karaikudi	09.03.2020	Special Address	National
57.	ACT NEXT: Nobel Prize in Economics,	Department of Economic and Rural	10.03.2020	Special Address	National

	2019	Development, Alagappa University, Karaikudi			
58.	World Consumer Rights Day Celebration	Department of Corporate Secretaryship, Alagappa University, Karaikudi	13.03.2020	Valedictory Address	National
59.	Alagappa University Inter Collegiate Talent Exhibit Show – 2020 – Alagu Aaram	Cultural Club, Alagappa University, Karaikudi	13.03.2020	Felicitation	National
60.	Corona Awareness & Preventive Measures	Youth Red Cross & Indian Red Cross Society	16.07.2020	Felicitation	National
61.	State Level Webinar on Road Safety & Blood Donation Awareness	Youth Red Cross, Alagappa University & Indian Red Cross Society, Sivagangai	12.08.2020	Felicitation	National
62.	Awareness & Preventive Measures of Corona Infection	Youth Red Cross, Alagappa University & Indian Red Cross Society, Sivagangai	02.09.2020	Felicitation	National
63.	Awareness & Preventive Measures of Corona Infection	Youth Red Cross & Indian Red Cross Society, Nachiappa Swamigal Arts and Science College, Koviloor	10.09.2020	Felicitation	National
64.	Corona Awareness & Preventive Measures	Youth Red Cross, Alagappa University & Indian Red Cross Society, Sivagangai	14.09.2020	Felicitation	National
65.	One Day Programme on Disaster Management, Road Safety & Fire Safety Awareness	Youth Red Cross, Department of Disaster Management, Alagappa University & Indian Red Cross Society (IRCS)	11.11.2020	Felicitation	National
66.	ICSSR Sponsored Ten Day Workshop on Research Methodology and Data Analysis	Department of International Business, Alagappa University	02.12.2020 & 11.12.2020		National
67.	One Day Orientation Programme for YRC Programme Officers	Youth Red Cross & Indian Red Cross Society	17.02.2021	Felicitation	National
68.	Defining Variables and Framing a Questionnaire	ICSSR, New Delhi sponsored Ten Day Workshop on Research	24.02.2021	Resource Person	National

		Methodology and Data Analysis - Department of International Business, Alagappa University, Karaikudi			
69.	kfhkNfhghj;jpaha gz;bjkzp K.fjpNurd; nrl;bahh; mwf;fl;lizr; nrhw;nghopT	Sri Sevugan Annamalai College, Devekottai	19.03.2021	nrhw;nghopT	National
70.	Hatha Yoga Practices for Wellbeing	One Day International Webinar, Centre for Yoga Education, Alagappa University, Karaikudi	21.06.2021	Felicitation	National
71.	World Music Day - 2021	Department of Fine Arts, Alagappa University, Karaikudi	21.06.2021	Inauguration	National
72.	fy;tp tsh;r;rp ehs; tpoh	jkpo;g; gz;ghl;L ikak;> mofg;gh gy;fiyf;fofk;	15.07.2021	jyikAiu	National
73.	Indian Philosopher's Day, 2021	Social Work Wing – Directorate of Distance Education Collaboration with Indian Council of Philosophical Research (ICPR), New Delhi	19 th to 23 rd July, 2021	Felicitation	National
74.	Distribute Vitamin C and Zinc Tablets to Teaching, Non-Teaching (Administrative Staff) & Supporting Staff of Alagappa University, Karaikudi	Youth Red Cross, Alagappa University & Indian Red Cross Society, Sivagangai	28.07.2021	Felicitation	National
75.	One Day Top Management Orientation Programme	Entrepreneurship, Innovation and Career Hub & Entrepreneurship Development and Innovation Institute, Chennai	30.07.2021	Presidential Address	National
76.	Corporate Restructuring of Public Sector Banks in India-Present	Five Days AICTE Training and Learning Online Faculty Development	26 th to 30 th July, 2021	Patron	National

77.	Scenerio Corporate Restructuring of Public Sector Banks in India-Present Scenerio	Programme Five Days AICTE Training and Learning Online Faculty Development Programme	26 th to 30 th July, 2021	Patron	National
78.	nfhNuhdh jLg;G+rp Kfhk;	Dr.Umayal Ramanathan College for Women, Karaikudi	05.08.2021	Inauguration	National
79.	Mental Health Care for all: Let's Make it a reality	Department of International Business, Alagappa University, Karaikudi	11.10.2021	Special Address	National
80.	Freshers Day Celebration	Department of Disaster Management, Alagappa University, Karaikudi	25.11.2021	Special Address	National
81.	Short Term Programme on Role of Sustainable Development Goals (SDGs) in Creating a Sustainable Society	UGC Stride Component-I, Conference Hall of Central Library – Alagappa University	08.12.2021	Resource Person	National
82.	Professional Ethics of Teachers in the Age of Covid-19	Department of Education, Alagappa University	16.12.2021	Felicitatation Address	National
83.	Crypto and Block Chain Technology	Department of Corporate Secretaryship, Alagappa University	20.12.2021	Presidential Address	National
84.	International Webinar on Instrumental Dynamics	Department of Education (DDE), Alagappa University	22 nd & 23 rd December, 2021	Felicitatation Address	International

Others

1. Articles published in Newspapers / Magazines : 80
2. No. of PhD Thesis evaluated : 43
3. No. of PhD Public Viva Voce Examination conducted : 18

Recent Publications

S. No	Title of the Paper	Name of the Journal, Issue No.	Impact Factor	ISSN No
1	"Institutional Agencies for the Promotion of Handloom Cooperatives", MONETA, Published by the Department of Commerce, Sourashtra College, Madurai, 1986.			
2	"Bank Advances to Small Scale Industries – A Case Study", MONETA, Published by the Department of Commerce, Sourashtra College, Madurai, 1987.			
3	"Social Performance of Handloom Cooperative Societies – A study in Paramakudi Town" (Co-authorship with Dr.N.Thanulingom), Tamilnadu Journal of Cooperation, 1987, p.471-482.			
4	"Financial Performance of Handloom Cooperative Societies – A study in Paramakudi Town" (Co-authorship with Dr.N.Thanulingom), Tamilnadu Journal of Cooperative Review, Vol.XXV, No.2, October 1987.			
5	"Need and Relevance of Zero Base Budgeting", Third Concept, March, 1990.			
6	"New Life for a Traditional Industry", Economic Times, May 13, 1990.			
7	"Branch Expansion of Commercial Banks Since Nationalisation", Third Concept, August 1990.			
8	"Entrepreneurship and Small Scale Industry", Economic Times, September 9, 1990.			
9	"The Importance of Entrepreneurship", Financial Express, 2nd October, 1990.			
10	"Small Scale Industry and its Development", Volarthozhil, November 10, 1990.			
11	"Awareness of Life Insurance Policyholders – A Model in Karaikudi Town", The Insurance Times, Vol.X, No.12, December, 1990.			
12	"Working of Life Insurance Corporation in India", The Insurance Times, Vol.XI, No.1, January, 1991.			
13	"Prospects of Cooperative Marketing", The Cooperator, Vol.XXVIII, No.13, January, 1991.			
14	"Budgeting – A Mental Revolution", Financial Express (Co-authorship with Dr.M.A.Arulanandam), May 23, 1991.			
15	"Budgeting – A Mental Revolution-II", Financial Express (Co-authorship with Dr.M.A.Arulanandam), May 29, 1991.			
16	"Handlooms in Cooperative Sector", The Cooperator, Vol.XXIX, No.2, July 15, 1991.			
17	"Mutual Funds – A Boon to Small Investors", (Co-authorship with Dr.M.A.Arulanandam), Third Concept, September, 1991.			
18	Potentials of LIC Housing Finance, The Insurance Times, December 1991.			
19	"Production and Marketing of Cardamom in India", Facts For You, March 1992.			
20	"Budgeting Exercise – A Control Device" (Co-authorship with Dr.M.A.Arulanandam) Facts For You, May 1992.			
21	"PDS – A Boon to Rural People", Financial Express, May 5, 1992.			
22	"Role of MIS in Budgeting Exercise", Financial Express, May 19, 1992.			
23	"Social Obligations of Handloom Cooperatives", Cooperator, May 1992.			
24	"Cement Industry – Prospects and Problems", Facts For You, June 1992, Annual Number 1992-93, Vol.13, No.12.			
25	"Cardamom Plantation Cost – An Analysis" Financial Express, July 25, 1992.			
26	"National Policy of FDS Need of the Hour" Financial Express, August 13, 1992.			
27	"Handloom Industry in Paramakudi", Valarthozhil, August 16-31, 1992.			
28	"No Investment for LIC Agency", Valarthozhil, September 1-15, 1992.			
29	"Job Awareness: Determinants and Scope", Financial Express, Vol.XIII, No.98, September 1, 1992.			
30	"Fertilizer Subsidy – A Thorn in Centre's Flesh", Financial Express, September 6, 1992.			
31	"Fertilizer Policy", Dinamani, September 8, 1992.			
32	"Fertiliser Subsidy due in Fertiliser Industry", Valarthozhil, September 16-30, 1992.			
33	"JPC Fertiliser Formula – A Review", Financial Express, September 19, 1992.			

- 34 "Fertiliser Industry in India", Facts For You, Vol.14, No.4, October, 1992.
- 35 "Delay in Lending by Financial Institutions", Valarthozhil, October 16-31, 1992.
- 36 "Role of Agents in Marketing of LIC Policies", The Insurance Times, Vol.XII, No.10, October 1992.
- 37 "Oilseeds – Is self-sufficiency a far cry?" Financial Express, Vol.XIII, No.23, 1992.
- 38 "Borrowers Problems of TIIC", Valarthozhil, December 1-15, 1992.
- 39 "problems in Cardamom Plantation", Financial Express, December 14, 1992.
- 40 "Modernisation in Handloom Sector – Felt Need for Survival", Tamil Nadu Journal of Cooperation, Vol.49, December 1992.
- 41 "Rural Branches in Commercial Banks – An Evaluation", Financial Express, December 30, 1992.
- 42 "Growth Hinges on Stability", Financial Express, February 4, 1993, Vol.XIII, No.251.
- 43 "A Case for Credit Rating to Public Sector Banks", Financial Express, February 10, 1993.
- 44 "Tobacco-Tops in the Cash Crops", Financial Express, February 20, 1993.
- 45 "Fertiliser Scenario after Decontrol", Third Concept, Vol.7, No.73, March 1993.
- 46 "Problems of Handloom Cooperative Societies", Valarthozhil, March 16-31, 1993.
- 47 "Rehabilitation of Surplus Workforce in NTC Mills", Facts For You, March 1993, Vol.14, No.9.
- 48 "Service – A Prime Concern to LIC", Insurance Times, November, 1992.
- 49 "Gold Bond Scheme", Valarthozhil, April 1-15, 1993.
- 50 "Budgetary Control Dimensions – An Analysis", Insurance times, April 1993.
- 51 "Budget Fulfils Demand Raised", Third Concept, Vol.7, No.74-75, April-May, 1993.
- 52 "PDS In Tamilnadu Needs Long Term Plan", Financial Express, 28th April, 1993.
- 53 "Research Lab to Field a Long Way Off", Financial Express, May 1, 1993.
- 54 "Subsidy Warrants Decontrol and Decanalisation – An Analysis of Petroleum Products", Southern Economist, 1st May 1993.
- 55 "Budget 1993-94 – Its Impact on Banking Operations", Indian Banking Today and Tomorrow, May 1993.
- 56 "Evaluation of Banks Performance", Financial Express, June 2, 1993.
- 57 "Agriculture Development in India Economy", Nilavalam, July 1993.
- 58 "New Life to Handlooms", Kisan World, July 1993, Vol.20, No.7.
- 59 "RBI Norms on Capital Contribution", Financial Express, August 11, 1993.
- 60 "Sugar Industry Bright Days Ahead", Facts For You, Vol.15, No.2, August 1993.
- 61 "Impact of RSS Swedeshi Movement on Godrej Products", Valarthozhil, October 1- 15, 1993.
- 62 "Cotton Production Needs to be Stepped up", Financial Express, September 25, 1993.
- 63 "Economics of Sericulture", Financial Express, 6th November 1993.
- 64 Business Experience is also profit to the Entrepreneur, Valarthozhil, November 16- 30, 1993.
- 65 "Improving Labour Productivity – Felt Need for Economic Development", Financial Express, November 16, 1993.
- 66 "Uniform ST on Fertilisers Vital", Financial Express, November 17, 1993.
- 67 Society and Higher Education, Guidelines, December 1993.
- 68 Highlights of Cotton Grieves Company, Valarthozhil, December 16-31, 1993.
- 69 New Life to Handloom Cooperatives, Dinamani, December 29, 1993.
- 70 Private Sector in Dairy Products Exports, Valarthozhil, 1-15 January, 1994.
- 71 Mushroom Cultivation – A variable Entrepreneurial Opportunity, Finance Express, 7th January 1994.
- 72 Poor Oriented Public Distribution System, Third Concept, Vol.7, No.82, December 1993.
- 73 Dunkel Draft – Its Implication on Agriculture, Finance Express, January 13, 1994.
- 74 Streamling Public Distribution System, Third Concept, Jan – Feb, 1994.
- 75 An Evaluation of Farm Credit, Finance Express, 5th March 1994.
- 76 ADB aids Third World Growth Sectors, Finance Express, March 1994.
- 77 Impact of Budget on Agriculture and Rural Credit Agencies, Finance Express, 4th April 1994.
- 78 Strengthening Handloom Cooperatives, Third Concept, March 1994.

- 79 Need for Cooperatives Stressed, Finance Express, 26th April 1994.
- 80 Recent Trends in Commercial Banks, Indian Banking Today and Tomorrow.
- 81 Malhotra Committee Recommendations, Third Concept, July 1994.
- 82 Causes for increase in Cotton Prices, Valarthozhil, July 10-25, 1994.
- 83 Coffee Prices – A Review, Valarthozhil, August 8-21, 1994.
- 84 Need to step up cotton output, Finance Express, July 1994.
- 85 The Khariff Crops Scenario, Finance Express, August 15, 1994.
- 86 IFFCO – Farmers Friend, Tamilnadu Journal of Cooperation, September, 1994.
- 87 Banks Sign MOU – Its Implications, Indian Banking Today and Tomorrow, September 1994.
- 88 Aftermath of the Banking Sector Reforms : A Real Challenge, Financial Express, 23rd October 1994.
- 89 Farm Exports – An Alternative Strategy, Third Concept, October, 1994.
- 90 Fund Utilisation in LIC, Insurance Times, October 1994.
- 91 PMRY – A Boon to Educated Unemployed, Third Concept, December 1994.
- 92 Simplifying Tax Structure, Third Concept, June 1994.
- 93 Banks should Divert Funds into Profitable Ventures, Finance Express, December 18, 1994.
- 94 Credit Rating PSBs on the Camel Model, Finance Express, December 29, 1994.
- 95 Report System in Commercial Banks, Indian Banking Today and Tomorrow, April 1995.
- 96 Sources of Developing Funds and Earning Income in Public Sector Banks – An Analysis, Indian Banking Today and Tomorrow, May 1995.
- 97 Union Budget 1995-96, Third Concept, June 1995.
- 98 Sectoral Deployment of Bank Credit – An Analysis, Indian Banking Today and Tomorrow, March, 1995.
- 99 Market Development Assistance to Handloom Cooperative Societies, The Tamil Nadu Journal of Cooperation, August 1995.
- 100 Tirubuvanam Silk Handloom Weavers Cooperative Society – A model Cooperative Institution, December, 1994.
- 101 Sugar Economy in India, Third Concept, February 1995.
- 102 Tobacco : A Potential Cash Crop, Third Concept, March 1995.
- 103 Mutual Funds, Third Concept, July 1995.
- 104 'Busy Season Credit Policy – 1995-96 – Its Impact on Term Deposits', Indian Banking Today and Tomorrow, November 1995.
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Alagappa University

Subject	Course
1. Advanced Accountancy	M.Com
2. Basic Financial Accounting	B.Com
3. Financial Management	M.Com
4. Accounting for Managers	PGDCSM
5. Advanced Accountancy	B.Com.
6. Export Financing and Documentation	PGDEM
7. Export Marketing	PGDEM
8. Educational Environment	MS (Edn. Mgt)
9. International Business	MBA
10. International Business (Tamil)	MBA

Pondicherry University

11. Foreign Trade Policy	MFT
12. International Marketing	BFT

13. Export – Import Management
14. Foreign Exchange Management

BFT
BFT

Annamalai University

15. International Marketing
16. International Marketing (Tamil)
17. Financing Export

BMM
BMM
B.Com.(Int. Bus)

Periyar University

jkpopy;ntspahd Kf;fpaf;fl;Liufs;

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