

Name	Mr. A.Venkedasubramaniam
Designation	Assistant Professor
Education Qualification	M.Com., M.Phil., MBA., PGDBA,
DOB	17.08.1978
E.mail	venkatsenthila@gmail.com
Teaching Experience	9 years 6 months
Area of Interest	Marketing, HRM
Research Guidance	
Presenting Guest Lecture	
Seminar, Workshop, Conference Attended	20
Faculty Development Program Attended	8
Resource Person in seminar/FDP/Conference/ Workshop	
Paper Presented	3
Paper Published in Journals	7
Paper published in conference /Proceeding	
Books Published	

DETAILS OF SEMINARS PARTICIPATED / PAPERS PRESENTED :

S.NO.	DATE	PLACE	TITLE
1.	26.02.2011	AnnaiMathammalSheela Engineering College, Namakkal	The impact of globalization in financial sector in Indian Scenario
2.	04.03.2011	Holy cross College , Trichy	Financial literacy of individual investors
3.	23.04.2011	Nehru Institute of Management studies, Coimbatore	Human resource audit

4.	26.08.2011	Government arts college, Madurai	Impact of micro finance on the managerial abilities of rural women
5.	18.07.2012	Kongunadu arts and science college, Coimbatore	Challenges of human resource management
6.	08.08.2012	Nehru arts and science college, Coimbatore	Technopreneurship in India
7.	18.09.2012	Vellalalar College for women , Erode	Ethical Marketing
8.	12.08.2015	Rathinam College of Arts and science , Coimbatore	Growth of E – Commerce in Global Scenario
9.	09.10.2015	SreeSaraswathiThyagaraja College , Pollachi	Potential of FDI in the skill India initiative
10.	29.01.2016	N.G.M college,Pollachi	Empowering the youth to enrich mankind.
11.	03,01,2017	N.G.M college,Pollachi	2K17 on overseas trade
12.	06.01.2017	SNMV College of Arts and Science	Real world application about E-commerce and information Technology
13.	09,02.2017	SNR sons college Coimbatore	Small business initiatives and insurance principles:Strategic insights

14.	24.03.2017	N.G.M college, Pollachi	Changing paradigms in Indian business
15.	05.01.2018	SNMV College of Arts and Science	Impact of Startups on Indian Economic Growth
16.	28.07.2017	NGM College	Impact of Demonstration of India Economy
17.	23.08.2017	NGM College	E-Business and E-Commerce – its emerging trends
18.	11.12.2018	NGM College	Leadership and Management skill

DETAILS OF FDP:

S. NO.	date	Place	Topic
1	1 &2.02.2012	NGM College	High impact teaching
2	5.10.2012	Sri Krishna Arts and Science	TCS Curriculum design
3.	26.09.2015	Sri Ramu College of Arts and Science	Quality Enhancement in higher education
4	10.9.2016	Sri Ramu College of Arts and Science	Innovative strategies to enhance teaching and learning process
5	4.10.2016	NGM College	SPSS Application in Bio-Statistic
6	16&17.2.2017	NGM College	Computerized accounting using Tally ERP 9
7	5.10.2017	NGM College	Goods and Service Tax
8	28.12.2018	Bharathiar university Arts and Science	Quality teaching strategies for outcome based education

DETAILS OF PUBLICATIONS :

S. NO.	NAME OF THE BOOK	PUBLISHER	TITLE OF THE ARTICLE	ISBN/ ISSN NUMBER	YEAR
1	Rural enterpreneurship development programmes in india	Daisy and daerin publishing house, Manamadurai, Tamilnadu	Impact of Micro Finance on the Managerial Abilities of Rural Women	ISBN978-81 – 921895-0-5	2011
2	International research journal (IJR) Vol – 02, Issue – 03	International scholarly open access research (ISO AR) Publications New Delhi, India.	A study on Mutual Fund Investor's Behavior	ISSN 2348 - 6848	Mar 2015
3	Research Expo – International Multidisciplinary Research Journal. Volume – V issue IV	Publish world, Anand, Gujarat, India	A study on Economic Empowerment of Women Entrepreneur's by using information and Communication Technology	ISSN2250-1630	Apr 2015
4	International Journal of Advance Research in computer science and Management studies Vol :4 Issue 7	IJARCSMS	A study on consumer preference towards marketing mix of HUL food brands	ISSN:2321 – 7782	2016
5	International journal of multidisciplinary research and modern	R&D modern research publication,Perambalur, TN,India	A study on consumer satisfaction towards selected health	ISSN ; 2454-6119	2016

	education		drinks in pollachi taluk		
6	Journal of Management and Science	SNMC institute of Management	The Impact of Social media on the business growth start up	ISSN ; 2250-1819	2018
7	International journal of Interdisciplinary research in arts and humanities	IJIRAH	Shopping behavior of women and factor influencing purchase decision of non-durable goods	ISSN ; 2456-3145	2018