



Name: Dr. MATHAN KUMAR. P

Designation: Assistant Professor in Commerce

Qualifications: M.Com., M.Phil., Ph.D.

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Biographical Sketch

Dr. Mathan Kumar. P, is currently serving as Assistant Professor of Commerce in the Faculty of Commerce and Management, St. Xavier's University, Kolkata, West Bengal – 700160, since July 1, 2025.

He has over 10 years of teaching and academic experience, having served in reputed institutions including Loyola College (Chennai), St. Xavier's College (Palayamkottai), and St. Alphonsa College (Kanyakumari). His areas of specialisation include Marketing and Entrepreneurship, with additional teaching and research interests in Logistics, Supply Chain Management, and Business Excellence Models. He has successfully mentored numerous undergraduate and postgraduate students in academic research, internships, and research publications. He has authored or co-authored over 31 peer-reviewed journal articles, including publications in Scopus and UGC-CARE listed journals, and has edited four books. He has actively organised and participated in over 50 seminars, workshops, faculty development programmes (FDPs), and conferences at both national and international levels. He has contributed significantly to institutional development through his involvement in various academic and administrative roles, including NSS, IQAC, the Students' Council, and Outreach Programmes. He has also served as a member of multiple academic and planning committees over the past decade. Committed to continuous learning, he has completed several online certification courses through NPTEL and SWAYAM, enhancing his pedagogical and professional competencies. His dedication to teaching, commitment to research, and student-centric approach underscore his academic leadership in the field of commerce and management.

Education

- **Ph.D. in Commerce (2018 -2022)**
Manonmaniam Sundaranar University (State University), Tirunelveli.
St. Xavier's College (Autonomous), Palayamkottai, Tirunelveli.
- **M.Phil. in Commerce (2014 – 2015)**
St. Xavier's College (Autonomous), Palayamkottai, Tirunelveli.
- **M.Com. in Commerce (2012-2014)**
St. Xavier's College (Autonomous), Palayamkottai, Tirunelveli.
- **B.Com. in Commerce (2009-2012)**
St. Xavier's College (Autonomous), Palayamkottai, Tirunelveli.

Grants / Projects Received

- **Mathan kumar. P** (Principal Investigator) Received Rs.20,000/- from Department of Science and Technology (DST) during 2019-20 academic year.
- Three days Workshop on “**Entrepreneurship Awareness Camp (EAC)**”, under the aegis of **National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India, New Delhi** was organized by St. Alphonsa College of Arts and Science, Soosaipuram, Karinkal – 629157, Kanyakumari District, Tamil Nadu.

Invited Resource Person / Moderator

- **January 2025** – *National Seminar on Artificial Intelligence in Commerce & Business Management*, Arunachala Arts and Science (Women) College, Kanyakumari.
- **July 2024** – *State Level Seminar on Industry 5.0*, Sri Sankara Bhagavathi Arts and Science College, Kommadikottai, Tirunelveli.
- **April 2024** – *Ecosystem for Youth Empowerment in the 21st Century*, Sadakathullah Appa College, Palayamkottai, Tirunelveli.
- **September 2023** – *State Level Workshop on Research Writing Skills and Applications for Social Science Research*, Kamaraj Women’s College.
- **September 2023** – *One Day Workshop on Youth Capacity Building*, St. Alphonsa College of Arts and Science, Karinkal, Kanyakumari.
- **September 2023** – *Sustainability and Green Practices in Industry 4.0*, Holy Cross College (Autonomous), Nagercoil, Kanyakumari.
- **August 2023** – *Skills for Youth Empowerment*, Sri Sankara Bhagavathi Arts and Science College, Kommadikottai, Tirunelveli.
- **August 2023** – *Innovative Practices in Logistics Industry*, Sadakathullah Appa College, Palayamkottai, Tirunelveli.
- **May 2022** – *Invited Talk on Skills for Youth Empowerment*, St. Xavier’s College, Palayamkottai, Tirunelveli.
- **December 2021** – *Webinar on Youth Empowerment*, Shree Venkateshwara Arts & Science College, Erode District.
- **September 2018** – *State Level Seminar on Consumer Awareness and Career Development*, Kamaraj College, Thoothukudi District.
- **January 2018** – *Career Guidance for Higher Education*, M.M. Matriculation Hr. Sec. School, Thoothukudi District.
- **September 2017** – *UGC-Funded Programme on Entry in Service (Civil Services & Bank Coaching)*, St. Xavier’s College, Palayamkottai.
- **February 2016** – *Moderator – Paper Presentation at National Seminar on Emerging Trends in HRM*, St. Xavier’s College, Palayamkottai.

Areas of Specialisation and Research

Dr. P. Mathan Kumar specialises in Marketing, Entrepreneurship, and Logistics and Supply Chain Management, with additional expertise in Business Excellence Models. His research interests include Marketing, Entrepreneurship, and Behavioural Studies, with a focus on contemporary issues influencing consumer behaviour and enterprise development.

Internship and Research Guidance

He actively mentors undergraduate and postgraduate students in their internship projects, academic research, and research article writing. His guidance has enabled students to achieve successful publications, deliver academic presentations, and develop industry-relevant research skills.

Teaching Experience

Teaching Experience:

Has built a distinguished academic career through teaching positions at the following institutions:

- Assistant Professor of Commerce, **Loyola College (Autonomous), Chennai** – August 2022 to June 2025
- Assistant Professor of Commerce, **St. Xavier’s College (Autonomous), Palayamkottai, Tirunelveli** – August 2020 to June 2022
- Assistant Professor of Commerce, **St. Alphonsa College of Arts & Science, Kanyakumari** – June 2016 to July 2020
- Assistant Professor of BBA, **St. Xavier’s College (Autonomous), Palayamkottai, Tirunelveli** – July 2015 to May 2016

Visiting Faculty Experience:

Also served as Visiting Faculty in the following academic programs:

- **MBA Twinning Program** (Pondicherry University – Loyola College Society), Loyola College (Autonomous), Chennai – Academic Years 2022 to 2025
- **Post Graduate Diploma in Logistics and Supply Chain Management (PGDLSM), Loyola Institute of Vocational Education (LIVE)**, Loyola College (Autonomous), Chennai – Academic Years 2023 to 2025

Administrative Responsibility

Has held several key administrative roles in reputed academic institutions across India, contributing to student development, institutional growth, and outreach initiatives:

- **Innovation Mentor**, Loyola College (Autonomous), Chennai – 2023 to 2025
- **Extended Member, IQAC**, Loyola College (Autonomous), Chennai – 2024 to 2025
- **Faculty In-charge, Loyola Outreach Programmes**, Loyola College (Autonomous), Chennai – 2022 to 2023 and 2024 to 2025
- **Public Relations Officer**, St. Xavier's College (Autonomous), Palayamkottai – 2021 to 2022
- **Director, Students' Council**, St. Alphonsa College of Arts & Science, Kanyakumari – 2019 to 2020
- **Coordinator, Students' Council**, St. Alphonsa College of Arts & Science, Kanyakumari – 2017 to 2019
- **Coordinator, Students' Enrichment Academy (SEA)**, St. Alphonsa College of Arts & Science, Kanyakumari – 2018 to 2020
- **Coordinator, Alphonsian Extension Services (AES)**, St. Alphonsa College of Arts & Science, Kanyakumari – 2018 to 2020
- **Assistant Coordinator, College Annual Magazine**, St. Alphonsa College of Arts & Science, Kanyakumari – 2019 to 2020
- **Programme Officer, National Service Scheme (NSS)**, St. Alphonsa College of Arts & Science, Kanyakumari – 2018 to 2020
- **Programme Officer, Red Ribbon Club**, St. Alphonsa College of Arts & Science, Kanyakumari – 2018 to 2020
- **Public Relations and Documentation Coordinator**, St. Alphonsa College of Arts & Science, Kanyakumari – 2016 to 2020
- **Faculty In-charge, BBA Association**, St. Xavier's College (Autonomous), Palayamkottai – 2015 to 2016
- **Outreach Faculty In-charge, Students Training and Action for Neighbourhood Development (STAND)**, St. Xavier's College (Autonomous), Palayamkottai – 2015 to 2016

Publications

Book(s) Authored/Edited

1. (2024) *Entrepreneurship and Innovation* (Edited by Dr. P. Mathan Kumar, Dr. S. Prasanna Kumar, Dr. Hermina Corera), Department of Commerce (Shift-II), Loyola College (Autonomous), Chennai-600034, ISBN: 978-81-952951-0-4.
2. (2019) *Impact of Digitalisation on Indian Economy* (Edited by Dr. P. Mathan Kumar, Dr. Sivanesan R., Mr. M. Sugin Raj), B-Digest Publication, ISBN: 978-93-84734
3. (2017) *Perspectives for Modern Marketers* (Edited by Dr. P. Mathan Kumar, Dr. Sivanesan R.), Department of Commerce, St. Alphonsa College, Karinkal, Kanyakumari -629157, ISBN: 978-93-84734-41-1
4. (2017) *Emerging Trends and Challenges in Digital Marketing* (Edited by Dr. P. Mathan Kumar, Dr. Sivanesan R.), Department of Commerce, St. Alphonsa College, Karinkal-629157, Kanyakumari, ISBN: 978-93-84734-51-0

Chapter/Article published in Books

1. (2023) **“The Effect of Recession on Business Class and Middle-Class People in the Country”**, in *(Ed.)*, Department of Commerce, Loyola College (Autonomous), Chennai-34, Co-authored with Ms. R. Sahana, Mr. Thilak G., ISBN: 978-93-9206-337-4
2. (2023) **“Trainee’s Expectation and Reflection Towards Fitness Centre”**, in *(Ed.)*, Department of Commerce, Loyola College (Autonomous), Chennai-34, Co-authored with Ms. R. Sahana, Mr. K.S. Harris Roshan Abraham, ISBN: 978-93-9206-337-4
3. (2023) **“Impact of Social Media on Youth Development”**, in *(Ed.)*, Department of Commerce, Loyola College (Autonomous), Chennai-34, Co-authored with Ms. R. Sahana, Mr. B. Sabarinathan, ISBN: 978-93-9206-337-4
4. (2023) **“An Analysis of Gaming Industry Transformation”**, in *(Ed.)*, Department of Commerce, Loyola College (Autonomous), Chennai-34, Co-authored with Ms. R. Sahana, Mr. R. Mullai Arasu, ISBN: 978-93-9206-337-4
5. (2023) **“A Study on Influence of MNC Branding towards Consumer Buying Behaviour After Digitalisation”**, in *(Ed.)*, Department of Commerce, Loyola College (Autonomous), Chennai-34, Co-authored with Ms. R. Sahana, Mr. C. Sai Barath, ISBN: 978-93-9206-337-4
6. (2023) **“A Study on Export Procedures and Documentation of BENZ Fishing Baits Pvt Ltd.”**, in *(Ed.)*, Department of Commerce, Loyola College (Autonomous), Chennai-34, Co-authored with Ms. R. Sahana, Mr. M. Roshan, ISBN: 978-93-9206-337-4
7. (2023) **“An Analysis of the Influence of MNC on Consumer Preference and Behaviour”**, in *(Ed.)*, Department of Commerce, Loyola College (Autonomous), Chennai-34, Co-authored with Ms. R. Sahana, Mr. S. Joel Edwin, ISBN: 978-93-9206-337-4
8. (2019) **“Pros and Cons of Digitalization on Indian Economy”**, in *(Ed.)*, B-Digest Publication, ISBN: 978-93-84734-68-8
9. (2019) **“Role of Digital India in Rural Areas”**, in *(Ed.)*, B-Digest Publication, ISBN: 978-93-84734-68-8
10. (2019) **“The Impact of Digital India on Educational System”**, in *(Ed.)*, B-Digest Publication, Co-authored with Mr. S.K. Sachin, ISBN: 978-93-84734-68-8
11. (2017) **“A Study on Online Shopping Behavior among Teenagers towards Lifestyle Products in Karinkal Region”**, in *(Ed.)*, B-Digest Publication, Co-authored with Ms. Jenil J. Monisha, ISBN: 978-93-84734-51-0
12. (2017) **“A Study on Attitudes of Teenagers towards Online Shopping”**, in *(Ed.)*, B-Digest Publication, Co-authored with Ms. C. Monisha, Ms. V. Sigina, ISBN: 978-93-84734-41-1
13. (2015) **“A Study on Evolution of Corporate Social Responsibility in India”**, in *(Ed.)*, Department of Commerce (Shift-II), St. Xavier’s College (Autonomous), Palayamkottai, ISBN: 978-93-84734-14-5
14. (2015) **“Entrepreneurship Theory of Motivation and Barriers”**, in *(Ed.)*, PG & Research Department of Commerce, St. Xavier’s College (Autonomous), Palayamkottai, Co-authored with Dr. F.X. Robert Bellarmine, ISBN: 978-93-84734-05-3
15. (2015) **“A Study on Healthcare Marketing Techniques and Challenges”**, in *(Ed.)*, Department of Commerce (Shift-II), St. Xavier’s College (Autonomous), Palayamkottai, Co-authored with Dr. F.X. Robert Bellarmine, ISBN: 978-93-84734-084
16. (2014) **“A Study on Students’ Brand Preference of Mobile Phone with Special Reference to St. Xavier’s College (Autonomous), Palayamkottai”**, in *(Ed.)*, B-Digest Publication, Co-authored with Dr. F.X. Robert Bellarmine, ISBN: 978-93-84734-04-6
17. (2014) **“Globalization: Opportunities and Challenges”**, in *(Ed.)*, SCITECH Publications, Co-authored with Ms. J. Infanta Anustika, ISBN: 978-81-8371-671-0
18. (2011) **“FDI - Is it a Boon or Bane to Indian Economy”**, in *(Ed.)*, B-Digest Publication, Co-authored with Ms. J. Infanta Anustika, ISBN: 978-81-929047-3-3
19. (2014) **“The Usage of Social Networking Sites (SNS) by the Students of St. Xavier’s College”**, in *(Ed.)*, PG & Research Department of Commerce, St. Xavier’s College (Autonomous), Palayamkottai, ISBN: 978-81-92288-27-7
20. (2013) **“Pros and Cons of Facebook Marketing”**, in *(Ed.)*, Department of Commerce (Shift-II), St. Xavier’s College (Autonomous), Palayamkottai, ISBN: 978-81-923975-9-7
21. (2013) **“Pros and Cons of Online Banking”**, in *(Ed.)*, Department of Commerce (Shift-II), St. Xavier’s College (Autonomous), Palayamkottai, ISBN: 978-81-923975-5-9

Article published in Peer-reviewed journals

1. (2024) “Analysing Day-of-Week Effects in the FMCG Sector: Angarch and Egarch Model Approach”, *Parikalpana – KIIT Journal of Management*, Joint Author, Vol. 20(1), pp. 48–63, UGC-CARE (Group-I) List, ISSN: 2582-4821, DOI: 10.23862/kiit-parikalpana/2024/v20/i1/225091
2. (2024) “Impacts of Social Media on Gen Z”, *Humanities and Social Science Studies*, First/Principal Author, Vol. 13(2), pp. 57–66, UGC-CARE (Group-I) List, ISSN: 2319-829X
3. (2023) “Impact of Social Media on Youth Development”, *South India Journal of Social Sciences*, First/Principal Author, Vol. XXI(33), pp. 23–30, UGC-CARE (Group-I) List, ISSN: 0972-8945
4. (2021) “A Study on Teenager Behaviour Towards Online Buying in Kanyakumari District”, *Journal of Research and Development*, First/Principal Author, Vol. 11(24), pp. 122–124, Peer-reviewed, ISSN: 2230-9528
5. (2020) “A Study on Social Networking Sites Influence on Teens’ Buying Behaviour”, *Journal of Xi’an Shiyou University – Natural Science Edition*, First/Principal Author, Vol. 17(07), pp. 78–87, Scopus Listed, ISSN: 1673-064X
6. (2020) “A Study on Factors Influencing Teenagers’ Buying Behaviour through Social Media in Kalkulam Taluk of Kanyakumari District”, *Studies in Indian Place Names*, First/Principal Author, Vol. 40(50), pp. 4157–4167, UGC-CARE (Group-I) List, ISSN: 2394-3114
7. (2019) “A Study on Online Shopping Behaviour among Teenagers towards Lifestyle Products in Killiyoor”, *Think India Journal*, First/Principal Author, Vol. 22(10), pp. 7429–7438, UGC-CARE (Group-I) List, ISSN: 0971-1260
8. (2017) “Social Medias’ and their Implications for Teens’ Buying Behaviour – An Empirical Study in Karinkal”, *International Journal of Research in Management and Business Studies (IJRMBS)*, First/Principal Author, Vol. 4(3), pp. 54–59, Peer-reviewed, ISSN: 2348-6503
9. (2015) “A Study on Usage of Technology in Banking Services and Users’ Level of Satisfaction in Palayamkottai Area”, *Xavierian Journal of Marketing (XJM)*, Two Authors, Vol. 4(4), pp. 52–58, Peer-reviewed, ISSN: 2278-6562
10. (2017) “A Study on Usage of Technology in Banking Services and Users’ Level of Satisfaction in Marthandam Area”, *AIRC-2017*, First/Principal Author, Faculty of Management and Commerce, South Eastern University of Sri Lanka, University Park, Oluvil – 32360, Sri Lanka, pp. 70, ISSN: 2536-8869

ACADEMIC ENGAGEMENTS AND PROFESSIONAL DEVELOPMENT:

National Service Scheme (NSS) Participation

- 2009-2011 – NSS Volunteer and NSS Special Camp (Healthy Youth, Healthy India), St. Xavier’s College, (Autonomous), Palayamkottai.
- 2007-2009 – NSS Volunteer, Received "A" Certificate, Directorate of School Education, Chennai.

International Conferences

1. **Re-Envisioning Higher Education in India: Excellence, Equity & Sustainability** – Participated in a 2-day International Conference, organized by Loyola College (Autonomous), Chennai, in February 2025.
2. **New Business Frontiers in the AI Paradigm** – Attended a 2-day International Conference, organized by PG & Research Department of Commerce, Loyola College (Autonomous), Chennai, in September 2024.
3. One Day Multidisciplinary Online International e-Conference on **Impact of Environment on Agriculture, Health, Water Resources, Social Life & Industrial Development** – Participated & presented a paper in an International e-Conference, organized by Maharashtra Shikshan Samiti’s Maharashtra Mahavidyalaya & Maharashtra College of Pharmacy, Nilanga, in July 2021.
4. **Global Economic Shift: Modus Operandi for Sustenance and Enhancement of Business in India** – Participated & presented a paper at an International Conference, organized by PG & Research Department of Commerce, St. Xavier’s College (Autonomous), Palayamkottai, in January 2020.
5. **Dimensions of Innovative Business Practices – Discerning New Perspectives** – Participated & presented a paper at an International Conference, organized by Department of Commerce, St. Joseph College of Arts & Science for Women, Krishnagiri, in August 2019.
6. **Biblical Anthropology and Their Re-use in Video Games** – Participated in an International Conference, organized by St. Alphonsa College of Arts and Science, Kanyakumari, in October 2018.

National Conferences & Seminars

7. **Entrepreneurship and Innovation** – Empowering Young Entrepreneurs – Participated in a National Conference, organized by Loyola College (Autonomous), Chennai, in March 2024.
8. **Role of Higher Education in Rural Development: Innovations and Best Practices** – Participated in a National Conference, organized by Department of STAND, St. Xavier's College (Autonomous), Palayamkottai, in January 2019.
9. **Impact of Digitalization on Indian Economy - Issues and Challenges for MSMEs** – Participated & presented a paper at a National Conference, organized by Department of Commerce, St. Alphonsa College of Arts and Science, Kanyakumari, in October 2018.
10. **Health and Environment: Issues & Challenges** – Participated in a National Seminar, organized by Department of Economics, Holy Cross College (Autonomous), Nagercoil, in March 2018.
11. **Emerging Trends and Innovations in Digital Marketing** – Participated & presented a paper at a National Conference, organized by Department of Commerce, St. Alphonsa College of Arts and Science, Kanyakumari, in September 2017.
12. **Ecological Tourism: Opportunities and Challenges for Tribal Development** – Participated in a National Conference, organized by Department of Folklore & Folklore Resources and Research Centre (FRRC), St. Xavier's College (Autonomous), Palayamkottai, in December 2016.
13. **Corporate Social Responsibility - Indispensable for Economic and Human Development** – Participated & presented a paper at a National Conference, organized by Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, in September 2015.
14. **Empowerment of Unorganised Women through Micro Finance** – Participated & presented a paper at a National Conference, organized by Department of Business Administration, St. Xavier's College (Autonomous), Palayamkottai, in March 2015.
15. **Strategies for Enhancing Competitiveness of the Indian Corporate Sector** – Participated & presented a paper at a National Conference, organized by Department of Corporate Secretaryship, St. Xavier's College (Autonomous), Palayamkottai, in January 2015.
16. **Health Care Marketing** – Participated & presented a paper at a National Conference, organized by Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, in February 2015.
17. **Combating Unemployment Through Promoting Youth Entrepreneurship** – Participated & presented a paper at a National Conference, organized by PG & Research Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, in February 2015.
18. **Impact of Globalisation on the Performance of Micro and Small Enterprises in India** – Participated & presented a paper at a National Conference, organized by Department of Commerce and Research Centre, Scott Christian College (Autonomous), Nagercoil, in September 2014.
19. **Marketing of Ecotourism: Prospects and Challenges** – Participated & presented a paper at a National Conference, organized by Research Centre of Commerce & Department of History, Fatima College (Autonomous), Madurai, in September 2014.
20. **Leadership Styles** – Participated & presented a paper at a National Conference, organized by Department of Business Administration, Muslim Arts College, Thiruvithancode, in October 2014.
21. **Pros and Cons of FDI in Retail Sector** – Participated & presented a paper at a National Conference, organized by PG Department of Commerce, Rani Anna Government College for Women, Tirunelveli, in July 2014.
22. **Emerging Trends in the Indian Corporate Sector** – Participated & presented a paper at a National Conference, organized by Department of Corporate Secretaryship, St. Xavier's College (Autonomous), Palayamkottai, in January 2014.
23. **Socio-Economic and Cultural Implications of Social Networking Sites (SNS) on Youth** – Participated & presented a paper at a National Conference, organized by PG & Research Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, in February 2014.
24. **Emerging Issues in Services Marketing** – Participated & presented a paper at a National Conference, organized by Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, in September 2013.
25. **Green Management - Prospects and Challenges** – Participated in a National Conference, organized by PG & Research Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, in February 2013.

State-Level Conferences & Awareness Programs

26. **ICSI College Teacher's Conference** – Participated in a State-level conference, organized by The Institute of Company Secretaries of India, Chennai, in September 2024.
27. **Corporate Social Responsibility** – Participated in a State-level conference, organized by PG Department of Social Work, St. Xavier's College (Autonomous), Palayamkottai, in January 2015.
28. **Investor Awareness** – Participated in a State-level conference, organized by The Institute of Company Secretaries of India & M.D.T. Hindu College, Tirunelveli, in September 2014.
29. **Emerging Trends in Banking Industry** – Participated & presented a paper at a State-level seminar, organized by Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, in March 2013.
30. **Cancer Awareness Programme** – Participated in a State-level awareness program, organized by Paterson Cancer Center of Cancer Alleviation Foundation (CALF), Chennai, in July 2008.

Webinars Attended

1. **Tech Invent 2021 – The Father of Modern Marketing (Prof. Philip Kotler)** – Attended a National Webinar organized by Chandigarh University, Punjab, in July 2021.
2. **Digital Marketing** – Participated in a National Webinar organized by the Department of Commerce, Nehru Arts Science & Commerce College, Ghantikeri, Hubballi, Karnataka, in June 2021.
3. **How to Plan for Start-up Ventures: Legal and Ethical Steps** – Attended a State-Level Webinar conducted by the Department of Business Administration, Sadakathullah Appa College (Autonomous), Tirunelveli, in June 2021.
4. **Innovation + Enterprise = Success of Future India** – Participated in a National Webinar hosted by the Entrepreneurship Development Cell, Dr. SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore, in May 2021.
5. **Entrepreneurial Skills – A Vital Play of Technology & Innovations** – Attended a National Webinar organized by the Commerce Association, Kaamadhenu Arts and Science College, Erode, in May 2021.
6. **Tricks & Trades in Writing Research Papers** – Attended a National Webinar conducted by the Institute of Gems & Jewellery, in May 2021.
7. **Role of 21st Century Teachers** – Participated in a National Webinar organized by the Happiness Centre, Nilgiri College of Arts & Science, Nilgiris, in September 2020.
8. **Selection of Appropriate Statistical Tools: A Critical Way for Successful Research** – Attended a National Webinar conducted by the Research Committee, St. Mary's College (Autonomous), Thoothukudi, in May 2020.
9. **Current Scenario of e-Commerce Business** – Attended a National Webinar organized by the Department of Commerce with CA, Rathinam College of Arts & Science, Coimbatore, in May 2020.
10. **Post Covid-19, Job Opportunities and Entrepreneurial Possibilities – India and Global Scenario** – Participated in a National Webinar hosted by the EDC Cell & Institution's Innovation Council, Francis Xavier Engineering College, Tirunelveli, in May 2020.
11. **Challenges and Opportunities in Higher Education under Present Scenario** – Attended a National Webinar organized by the PG & Research Department of Commerce, G. Venkatasamy Naidu College, Kovilpatti, Thoothukudi, in June 2020.
12. **Covid-19 Outbreak: Silver Linings in the Midst of Stormy Clouds** – Participated in a National Webinar organized by the PG & Research Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, in June 2020.
13. **Success Formula for Entrepreneurs** – Attended a National Webinar organized by the Department of Business Administration, Madonna Arts & Science College for Women, Madurai, in June 2020.
14. **Business Resilience in the Face of Chaos** – Attended a National Webinar organized by the Department of Commerce, St. Joseph Evening College, Bengaluru, in July 2020.
15. **Research Design and Hypothesis** – Participated in a National Webinar organized by the PG Department of Commerce and Management, K.L.E Society's Basavarprabhu Kore Arts, Science and Commerce College, Chikodi, in July 2020.
16. **Reshape of Commerce Education in Post Covid-19 Scenario** – Attended an International Webinar conducted by the PG & Research Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, in July 2020.
17. **Legal and Academic Awareness Programme** – Participated in a National Webinar organized by St. Alphonsa College of Arts & Science and District Legal Service Authority, Kanyakumari, in July 2020.

Workshops / Training Attended

1. **An Introduction to Linear Regression Models: Using R** – Attended a National-Level Workshop organized by Shree Khasgatesh College of Arts, Commerce, and Science, Talikoti, Karnataka, in July 2021.
2. **Online Workshop on Creation of Research IDs** – Participated in a National-Level Workshop conducted by the PG & Research Department of Commerce (Shift-I) in association with Patrician Research Committee, Patrician College of Arts & Science, Chennai, in July 2021.
3. **Workshop on Sample Size Determination in Research** – Attended a National-Level Workshop organized by the Internal Quality Assurance Cell (IQAC) and PG & Research Department of Commerce, Shasun Jain College for Women, Chennai, in June 2021.
4. **One-Day National Online Workshop on Psychosocial Counselling Support and COVID-19 Volunteer Skills** – Participated in a National-Level Workshop conducted by the Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Government of India, in collaboration with National Service Scheme, Tamil Nadu, in May 2021.
5. **Data Analysis for Multidisciplinary Research BOOTCAMP-II** – Attended a National-Level Training Program organized by XIBA, Centre for Research, St. Xavier's College (Autonomous), Palayamkottai, in March 2021.
6. **Statistical Analysis and Interpretation using SPSS and AMOS** – Participated in a National-Level Workshop conducted by the Department of Commerce & Research Centre, St. Alphonsa College of Arts & Science, Kanyakumari, in September 2019.
7. **Writing Quality Research Papers** – Publishing in Scopus & CARE Approved Journals – Attended an International-Level Workshop organized by the Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, in July 2019.
8. **SPSS and AMOS** – Participated in a National-Level Workshop organized by the Centre for Research & Development, DRBCCC Hindu College, Pattabiram, Chennai, in December 2018.
9. **Research Methodology and Application of Tools for Analysis (SPSS)** – Attended a State-Level Workshop conducted by the PG & Research Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, in March 2015.
10. **Increasing the Scholarly Impact and Research Output** – Participated in an International-Level Workshop organized by the Internal Quality Assurance Cell (IQAC), Sri Sarada College for Women, Tirunelveli, in March 2015.
11. **Entrepreneurial Awareness Camp** – Attended a State-Level Training Program conducted by the Entrepreneurial Development and Research Centre, PG & Research Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, in January 2015.
12. **Youth Entrepreneurship** – Participated in a State-Level Workshop conducted by the Entrepreneurial Development and Research Centre, St. Xavier's College (Autonomous), Palayamkottai, in August 2014.
13. **Application of SPSS in Social Science Research** – Attended a National-Level Workshop organized by the Post Graduate & Research Department of Economics and Internal Quality Assurance Cell, St. John's College, Palayamkottai, in August 2014.
14. **National Students Assembly** – Participated in a National-Level Leadership Training Program organized by the All India Association for Christian Higher Education (AIACHE), New Delhi, in December 2013.
15. **Special Training Workshop on Marketing** – Attended a State-Level Training Program conducted by Team Genesis International, Madurai, in May 2011.

FDP / ETI / Sensitization Programme Attended

1. **Faculty Development Programme on Competence Building** – Attended a State-Level FDP organized by the Jesuit Higher Education Commission, Chennai Province, in September - October 2023.
2. **Dynamic Teaching & Learning Process** – Participated in a 10-day State-Level FDP organized by Loyola College (Autonomous), Chennai, in July 2023.
3. **Nurturing the Next Generation Educators** – Attended a 7-day National-Level FDP organized by the Department of Commerce with CA, PA, and IT, PPG College of Arts and Science, Coimbatore, Tamil Nadu, in June 2021.

4. **The Beacon of Hope in India's Fight Against Cancer** – Participated in a State-Level Sensitization Program conducted by the National Service Scheme (NSS) Cell, Manonmaniam Sundaranar University, Tirunelveli, in March 2020.
5. **Red Ribbon Club Programme Officers Meet and Peer Educators Training Programme** – Attended a State-Level Sensitization Program organized by the Tamil Nadu AIDS Control Society (TANSACS), Chennai, and Manonmaniam Sundaranar University, Tirunelveli, in February 2020.
6. **Moodle Learning Management System** – Completed a 3-day National-Level FDP conducted by the Department of Computer Science, Kaypeeeyes College of Arts & Science, Kotagiri, The Nilgiris, and Spoken Tutorial Project, IIT Bombay, MHRD, Govt. of India, in April - May 2020.
7. **National Service Scheme (NSS) Orientation** – Attended a 7-day State-Level ETI Training Program at the Empanelled Training Institution (ETI), Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, in October - November 2019.
8. **Academic Mentoring of Students** – Participated in a 3-day State-Level Training Program conducted by St. Alphonsa College of Arts & Science, Kanyakumari, in June 2018.
9. **One-Day Sensitization Program on Revised NAAC Accreditation Framework** – Attended a State-Level Sensitization Program organized by NAAC, Bengaluru, and Internal Quality Assurance Cell (IQAC), Manonmaniam Sundaranar University, Tirunelveli, in December 2018.

Online Courses (SWAYAM / MOOC / NPTEL / CEC / IGNOU / AICTE)

- He has completed the NPTEL online course on "**Enhancing Soft Skills and Personality**" in February 2022.
- He has completed the SWAYAM online course on "**E-Commerce**" in April 2022.
- He has earned a Udemty Certificate of Completion for the course "**AI-Powered IELTS Writing: Improve Grammar, Structure & Ideas**" in March 2025.

E-Content Prepared

- He has prepared e-content on the topic "**Overview of Logistics**".