

Faculty Profile



Dr. P. Periasamy , M.B.A., M.Phil., UGC-NET., Ph.D.,
Associate Professor – DOMS

HIGHLIGHTS:

- Number of Journal Publications:71
- Number of conferences participated and presented: 55
- H-Index:2
- Project Funding Applied :4
- Patents Published:10

PROFESSIONAL LINKS:

- Scopus ID: [57188959926](https://www.scopus.com/authid/detail.uri?authorId=57188959926)
- Scopus Link: [https://www.scopus.com/authid/detail.uri 57188959926](https://www.scopus.com/authid/detail.uri?authorId=57188959926)
- Google Scholar ID: [https://scholar.google.com/citations?user](https://scholar.google.com/citations?user=57188959926)
- Anna University Faculty ID: **283254**
- AICTE Faculty ID: **1-4256390963**
- LinkedIn: <https://www.linkedin.com/in/pandy-dr-periasamy-p-383a8033/>

PROFESSIONAL BACKGROUND:

- Teaching Experience till date: 23 years
- Industrial Experience: 6 years.

INTERNATIONAL EXPOSURE:

- Singapore's Monetary Authority of Singapore, Urban and Rural Development Authority of Singapore and Management Development Institute of Singapore for, four days, 2019.

AREA OF SPECIALIZATION:

- Commodity Derivatives Market
- Financial Literary
- ESG & Sustainability.
- Fintech & carbon trading
- AI in Accounting

SPONSORED RESEARCH / FUNDING APPLIED / CONSULTANCY:

FUNDING APPLIED : 4

- Proposal of a comprehensive e-waste management initiative in South India and believe that the Institute of Management Accountants (IMA) can play a pivotal role in fostering sustainable practices within the region- not considered for funding
- Our CMRG project
Your Acknowledgement No
CMRG2400010 dated July 1st 2024.
- ICSSR-RMM-2023-5104 . Mention your application number (ICSSR-RMM-2023-5104) in the Research Proposal – not considered for funding.
- SAMS (The Society for the Advancement of Management Studies), UK, proposal to conduct Workshop on “ Research Methodology for Social Science Research Scholars” for 7 days. Result: Not accepted

PATENTS PUBLISHED-10: <https://search.ipindia.gov.in/IPOJournal/Journal/Patent>

Patent 1: A Process to improve the yield and harvest index of barely crop:Application No. 202341072162 A

Patent 2: Machine Learning Integrated Block chain model for industry4.0 smart applications. Application No. 202341074294 A

Patent 3: An effective customer engagement using machine learning technique in smart marketing system.:Application No. 202341072160 A

Patent 4: Design and performance Analysis for supply chain finance management using Block chain. Application No. 202441029560 A

Patent 5: Analyze the process of customer satisfaction towards the service provided by Banks Application No. 202441029559 A

Patent 6: Block Chain based Micro Finance Ecosystem for Groos roots Banking. Application No. 202541001377 A

Patent 7:CROWD SCAN : A SYSTEM FOR RAPIDLY LOCATING MISSING ITEM, Application No.202541006514 A.

Patent 8:AI Driven ESG(Environmental, Sustainable and Governance) Financial Scoring system for sustainable Investment, Application No.202541043829A

Patent 9: AI Driven ESG(Environmental, Sustainable and Governance) Financial Scoring system for sustainable Investment, Application No.202541043829A

Patent 10: AI-POWERED VOCATIONAL ENABLEMENT AND EMPLOYMENT PATHWAYS FOR MARGINALIZED COMMUNITIES, Application No. 202541075190A

COURSES TAKEN FOR CERTIFICATION:

- AI in accounting from IIT-Madras, in Swayam platform on 16.9.25
- 12 Coursera courses completed
- 10 Linked in courses completed

Books Written:

1. *Labour legislations-ISBN 978-81-934080-10-6 (345 pages), Publisher: isn't tech publishing, (opc) Pvt., Ltd.,No.1109,4th Street, swaranapurinagar, Kattupakkam, Chennai-600 056., Tamil nadu, India. Cell:95788 83383/74488 00586, mail:isntinfo@gmail.com,2015*
2. Marketing Management-ISBN 978-81-934080-9-11 (275 Pages),Publisher: isn't tech publishing, (opc) Pvt. Ltd.,No.1109,4th Street, swaranapurinagar, Kattupakkam, Chennai-600 056., Tamil nadu, India. Cell:95788 83383/74488 00586, mail:isntinfo@gmail.com,**2015.**
3. **SDGs Global Challenges and best practices.** Published by Academic Research Publishers, No.428, VC Complex, Pandiyan Street, Alagappan Nagar, Madurai, Tamil Nadu, India.**2025.ISBN: 9788197793585**
4. Essentials of Strategic Management for future leaders- Principles, Processes and Practices for sustainable business growth published by Elive Press SRL5B,Pushkin Street, 3rd floor,Chisinau 2012, Republic of Moltova, Europe. Registered Business number: 10206000000328, www.elivepress.com, email: info@elivapress.com, 21st July 2025 with an ISBN of 978-99-99325660.ISBN-10 :9999325661, 137 pages. <https://www.elivabooks.com/en/book/book-2128189765> <https://read.amazon.com/sample/9999325661?clientId=share>

Books Published in the Blogger: -157

1. **Dr.Books:** <https://www.blogger.com/blog/posts/7574816497695211340> -61Books
2. Riasamdigi <https://www.blogger.com/blog/posts/8523275451079610232> -84Books
3. Gotsup <https://www.blogger.com/blog/posts/3333150769580541694> -12 -Books

ACHIEVEMENTS AND AWARDS:

- Reviewer for the Journal AJEST, African Journal of Environmental Science and Technology (ISSN 1996-0786) , [African Journal of Environmental Science and Technology](#), SINCE 30TH AUG,2025.
- **Reviewer for the journal since Aug 6th 2025** “[International Journal of Social Science, Arts and Humanities Research](#)” ISSN: 2456-7760 Website:<https://www.ijssahr.com>

- **Reviewer for the journal** International Journal of Economics, Business and Management
Research ISSN: 2456-7760 Website: www.ijebmr.com Email: info@ijebmr.com, since Jan 2025.

SPECIAL SESSIONS DELIVERED:

- Moodlakatte Institute of Technology, Kundapura. Affiliated under VTU. The department of Management of Studies -MBA conducted a Webinar on “Finance for Managers “ 09-11-2023 (Thursday) for students, delivered a special lecture.
- Special Lecture delivered on “creative Thinking , Leadership and Pedagogical practices” Organised by SIMATS’s Department of Heat Transfer Engineering on 12.2.24 to 16.02.24

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

1.	AI impact over Indian sustainable development with special reference to agriculture and IT/ITES industry	2days International Conference on AI towards fostering sustainable development in Business 8 th & 9 th December 2023 JAIN (Deemed-to-be University), Center for Management Studies Lalbagh Main Road, Bengaluru – 560027 registration acknowledgement – AISDB23143.	An International Conference and Journal publication done on 8th and 9th December 2023. Bengalore Jain College. RECEIVED BEST PAPER AWARD
2.	<p>“Leveraging Digital Transformation Technologies in Indian Hospitality Industry,.(Applied Sept 23) .,ISBN: 9781032688299.344 PAGES 58 B/W ILLUSTRATIONS JUNE 10,2024, BY PRODUCTIVITY PRESS.USA.,</p> <p>https://www.routledge.com/Revolutionizing-the-AI-Digital-Landscape-A-Guide-to-Sustainable-Emerging-Technologies-f</p> <p>https://www.routledge.com/Revolutionizing-the-AI-Digital-Landscape-A-Guide-to-Sustainable-Emerging-Technologies-for-Marketing-Professionals/Khang-Dutta-Gupta-Ayedee-Chatterjee/p/book/9781032688299</p> <p>Scopus indexed.</p>	<p>REVOLUTIONIZING THE AI - DIGITAL LANDSCAPE PRACTITIONER’S GUIDE ON SUSTAINABLE EMERGING TECHNOLOGIES FOR MARKETING PROFESSIONALS.:</p> <p>ISBN:9781032688312 PB: ISBN: 9781032688299 EB: ISBN: 9781032688305</p> <p>DOI: 10.1201/9781032688305 DOI:10.4324/ 9781032688305</p> <p>https://www.routledge.com/Revolutionizing-the-AI-Digital-Landscape-A-Guide-to-Sustainable-Emerging-Technologies-for-Marketing-Professionals/Khang-Dutta-Gupta-Ayedee-Chatterjee/p/</p>	<p>Indexed in Scopus, Editors: Alex Khang, Pushan Kumar Dutta, Sachin Gupta, NishuAyedee, and Sandeep Chatterjee. The book will be published by Taylor & Francis Group, LLC, 6000 Broken Sound Parkway NW, Suite 300, Boca Raton, FL 33487, U.S.A. (the “Publisher”).</p> <p>https://doi.org/10.4324/9781032688305</p>
3.2024	Digital Era: Indian Buyer's purchase behaviour of LED tovs	<p>LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION</p> <p>INTERNATIONAL CONFERENCE ON MARKETING CONFERENCE 2024</p> <p>(ICMR 24)15th and 16th March 2024. Paper 10, page 12</p>	LIBA conference paper joint publication ISBN by Deepak sir and myself, March, 2024 ISBN: 978-81-970849-9-7-Proof is in SEC official mail
4.	CHALLENGES OF DIGITAL MARKETING AND ITS TRANSFORMATION OF BUSINESS IN DIGITAL ERA	LOYOLA INSTITUTE OF BUSINESS ADMINISTRATIONINTERNATIONAL CONFERENCE ON MARKETING CONFERENCE 2024(ICMR 24)15 th and 16 th March 2024 Paper 14, page 16	LIBA conference paper joint publication ISBN by Dr. Sangeetha mam and myself March 2024.ISBN: 978-81-970849-9-7 Proof is in SEC official mail

5.	The Disruptive Wave: Exploring the Impact of Financial Technology (Fintech) on Traditional Financial Services.ISBN:978-93-5809-578-4	“Innovative Research: Uniting Multidisciplinary Insights”. Vol-2, Chapter :11 page No.316 DOI: 10.25215/9358095784	Book chapter publications, Mar 2024, Red Unicorn publications, (Proof is in personal mail, April 11, 2024)
6.	Unveiling the Vanguard: Which Sector is Maximizing Social Media Marketing , https://kuey.net/ DOI: https://doi.org/10.53555/kuey.v30i4.4447	Educational Administration: Theory and Practice E-ISSN: 2148-2403 P-ISSN: 1300-4832,Vol.30, Issue :4, pages: 9571-9574. https://kuey.net/index.php/kuey/article/view/4447/2976	Scopus indexed journal publication, April 2024(2nd Author) https://doi.org/10.53555/kuey.v30i4.4447
7.	"Impact of AI on Gig Industry in India" (Article no: IJOR-024-1504)	International Journal of Religion ISSN: 2633-352X (Print) ISSN: 2633-3538 (Online) URL: https://ijor.co.uk/ijor	Scopus indexed journal publication, April 2024(\$650 dollars Not able to pay)
8.	"Impact of AI on Gig Industry in India"South Asian Academic Research Journal, A Publication of CDL College of education (Affiliated to Kurukshetra University, Hariyana)	ACADEMICIA: An International Multidisciplinary Research Journal ISSN: 2249-7137 Vol. 14 Issue 4, April, 2024 SJIF 2022= 8.252 A peer reviewed journal. DOI:10.5958/22497137.2024.00008.9,	Peer Reviewed Journal
9.	Comprehensive Operations and Production Based Level Financial Analysis of Indian Automobile Manufacturers using the Proposed Mathematical Model “SAILOR” framework for Maruti Suzuki India Ltd.,	RRBMAI’24 (Rethinking & Redesigning Business & Management Practices in the world of AI, of REVA University,Yelahanka, Bengaluru 560 064. Karnataka, India.National Conference on 3.5.24	International conference: Second author, 1st author My 1st year MBA student Lakshmi Devi. SEC-5th May 2024.
10.	Effective Assessment of Teaching and Learning Methods in Management studies- Accepted in Taylor &Francis	International conference on Educating the Post Millennials -ICEM 24”, by Saveetha Teaching and Learning Centre, SEC, Chennai, Tamil Nadu, India, on 17 th May 2024,	International conference: Saveetha Engineering Conference, PAPER,1st author MAY 2024.

11.	<p>Effective Assessment of Teaching and Learning Methods in Management studies: e-BK: ISBN:978100 3587538 PB: ISBN: 9781032960029 EB: ISBN: 9781032960012 DOI: 10.1201/9781032960012 https://www.routledge.com/Pedagogical-Revelations-and-Emerging-Trends/Joice-Selvi/p/book/9781032960029</p>	<p>Book titled as “pedagogical revelations and Emerging Trends”</p> <p>Our book chapter No.15,page no.87 to 91.</p> <p><u>Pedagogical Revelations and Emerging Trends - 1st Edition - C. Sheeba</u></p> <p>The ICEM'24 Proceedings Online version can be viewed from the below link. The E book and DOI is expected by end of January'25</p>	<p>CRC press publications UK, 2024-25. Routledge – Taylor & Francis Group, UK. Scopus indexed</p>
12.	<p>“Exploring the Dynamic Landscape of Indian Affiliate Marketing”</p>	<p>Naturalista Campano upcoming issue 2024.Journal of Naturalista Campano (NC)Journal Home Page:https://www.museonaturalistico.it/index.php/journalISSN / eISSN: 1827-7160WOS Link: https://mjl.clarivate.com/search-results</p>	<p>Journal MAY2024 1ST AUTHOR INDEXED IN WOS,UGC CARE Asking for 80 Usd.</p>
13.	<p>“COMPARATIVE ANALYSIS BETWEEN PERCEPTIONS OF B-SCHOOL STUDENTS & ALUMNI ON SOFT SKILLS TRAINING IN ENHANCING EMPLOYABILITY COMPETENCY”</p>	<p>Journal Name: Business, Management and Economics Engineering Journal Link: https://businessmanagementeconomics.org/ Scopus Link: https://www.scopus.com/sourceid/21101050920</p>	<p>Journal June 2024, 4th author, Scopus indexed.</p>
14.	<p>Green HRM - A Pathway Leading to the Growth of Organisational Environmental Sustainability https://ioasdpublisher.com/wp-content/uploads/2024/04/IOASDJBMS-12-59-68.pdf</p>	<p>Original Research Article April 22, 2024</p> <p>IOASD Journal of Business and Management Studies ,1(2): 59-68 https://ioasdpublisher.com/ioasdjbm-12/</p>	<p>2nd author, April 2024, Peer reviewed Journal from Assam, India.</p>
15.	<p>AI impact over Indian sustainable development with special reference to agriculture and IT/ITES industry, ISBN: 9788196373160: BOOK CHAPTER No.6 PAGES: 55-61.</p>	<p>Contemporary Social Problems- A Global Trend, Authored by Dr. Anilkumar Dixit and Dr. Humera Qureishi published by Aadarsh Technosoft Pvt Ltd.,B244, Sahupura, Bhopal M.P - 462039.</p>	<p>BOOK CHAPTER No.6, PAGES 55-61, JULY 2024.</p>

16.	The Futuristic Impact over AI and ML in Indian Educational Sector	1 st National Level Conference on AI-enhanced learning Shaping Tomorrow's Education Landscape , conducted by CMS B school, Jain Deemed to be University, Bengalore, on 2 nd & 3 rd August 2024.	National Level conference participation, Aug 2024.
17.	ESG INVESTING AND REPORTING: TRENDS, CHALLENGES, AND IMPACT ANALYSIS “	2nd International Conference Titled On Shaping Tomorrow: In Commerce, Management & Humanities Learning “ STCMH-2024 " On 5th & 6th December 2024 At SRI BHAGAWAN MAHAVEER JAIN EVENING COLLEGE, V.V. PURAM, BENGALURU, KARNATAKA, INDIA.	International Conference 5th and 6th December 2024. BEST PAPER AWARDED
18.	DIGITAL LEARNING AND THE FUTURE OF HIGHER EDUCATION: OPPORTUNITIES, CHALLENGES, AND INNOVATIONS	2nd International Conference Titled On Shaping Tomorrow: In Commerce, Management & Humanities Learning “ STCMH-2024 " On 5th & 6th December 2024 At SRI BHAGAWAN MAHAVEER JAIN EVENING COLLEGE, V.V. PURAM, BENGALURU, KARNATAKA, INDIA.	International Conference 5th and 6th December 2024.
19.	ESG INVESTING AND REPORTING: TRENDS, CHALLENGES, AND IMPACT ANALYSIS “	International Journal of Multidisciplinary Research and Technology ISSN 2582-7359, Peer Reviewed Journal, Impact Factor 6.325 www.ijmrtjournal.com P.328-332. Volume 5 Issue 11(Special Issue November 2024)	Journal publication 5th 6th Dec 2024. BEST PAPER AWARDED e-ISSN 2582-7359
20.	DIGITAL LEARNING AND THE FUTURE OF HIGHER EDUCATION: OPPORTUNITIES, CHALLENGES, AND INNOVATIONS	International Journal of Multidisciplinary Research and Technology ISSN 2582-7359, Peer Reviewed Journal, Impact Factor 6.325 www.ijmrtjournal.com P.333-336, Volume 5 Issue 11(Special Issue November 2024)	Journal publication 5th 6th Dec 2024. e-ISSN 2582-7359
21.	Chapter 15. Effective assessment of teaching and learning methods in management studies <i>P. Periasamy, R. Ravimohan, Ramasundaram G., Deepak R., Sangeetha P. and Srinidhi S.</i> Page: No. ISBN 9781032960029 , 288 Pages January 27, 2025 by CRC Press.	“Pedagogical Revelations and Emerging Trends” Edited By <u>C. Sheeba Joice, M. Selvi</u> , ICEM'24 was the second edition organized by Saveetha Teaching Learning Centre (STLC), Saveetha Engineering College, India.	Journal and Conference proceedings, publications in scopus indexed Taylor francis-Routledge,UK. May 2024-jan25.

140.	The Financial Impact of Employee Engagement on Organizational Performance: A Study of Indian SMEs	5th International Conference on Contemporary Trends in Business Management Research: Sustainability, Innovation & Growth (CTBMR-2025) held on 09th -10th January 2025 organized by Department of Management Studies (MBA) & Commerce, Chandigarh School of Business in association with Maryam Abacha American University of Nigeria, Federal Republic of Nigeria, and Silliman University, Philippines, Universidade Evangelica De Goias at Chandigarh Group of Colleges, Jhanjeri, Mohali, Punjab, India.	International Conference January 2025.
141.	Environmental, Social, and Governance (ESG) Investing: Evolution, Significance, Challenges, and Impacts.	JNNCollege of Engineering, Sivamoga, Karnataka - 577 204, In association with Association of Indian Management Schools, Mgt Teachers Consortium-Global(MTC-Global), Shivamoga District Chambers and Commerce.	31 May 2025 Confernece publication.
141a	Bridging the Gap: Integrating Marketing and Supply Chain Management through Big Data Analytics"	https://mc.manuscriptcentral.com/vik Vikalpa: The Journal for Decision Makers	Sage International Journal publication Jan.,2025, Scopus
142.	The Role of Digital Twins in Improving Supply Chain Agility and Resilience	IIM SAMPALPUR, ODISHA,31ST JAN TO 1 ST FEB 2025. page No.24 Second author	IIM SAMBALPUR ODISHA, International conference Feb 2025
142a	The Role of Digital Twins in Improving Supply Chain Agility and Resilience	IIM SAMPALPUR, ODISHA,31ST JAN TO 1 ST FEB 2025. page No.47 first author	IIM SAMBALPUR ODISHA, International conference Feb 2025

<p>143.</p>	<p>Integration of Big Data and Business Analytics in Lean Manufacturing: A Strategic Approach, ISBN 979-835038912-8 DOI 10.1109/C3IT60531.2024.10829419 View less Publisher Institute of Electrical and Electronics Engineers Inc.</p>	<p><u>Proceedings - 2024 4th International Conference on Computer, Communication, Control and Information Technology, C3IT 2024</u> Hooghly28 September 2024through 29 September 2024Code 206075 SEC Scopus link: https://www.scopus.com/record/display.uri?eid=2-s2.0-85217179296&origin=recordpage .</p>	<p>4th International Conference on Computer, Communication, Control and Information Technology, C3IT 2024 H Indexed in Scopus in 2024</p>
<p>144.</p>	<p>“Investment opportunities for sustainable innovation in Weaving industry in India”</p>	<p>ICSSR Sponsored National Conference on “ Sustainable practices of Handloom Weaving Industry in India” RNS INSTITUTE, BENGALORE.</p>	<p>Feb 20rth 2025.</p>
<p>145.</p>	<p>“Micro financing and Venture capital - a pathway to achieving sustainable development Goals”</p>	<p>“First international conference on Management practices in AI driven Business world” conducted by St. Joseph Institute of Technology, OMR road, Chennai,</p>	<p>International conference on Feb 20rth and 21st 2025, “Participated as session chair”</p>
<p>146.</p>	<p><i>Cash Flow Management in Indian Startups: Challenges and Strategies,DR. D. Y. PATIL INSTITUTE OF MANAGEMENT STUDIES</i> <i>D. Y. PATIL INSTITUTE OF MCA AND MANAGEMENT,Pune, India.</i></p>	<p>INTERNATIONAL CONFERENCE ON SUSTAINABLE ENTREPRENEURSHIP AND STARTUP ECOSYSTEM: GLOBAL CHALLENGES AND OPPORTUNITIES</p>	<p>7th & 8th, March, 2025 Being processed in Taylor and Francis</p>
<p>147.</p>	<p>The Role of Green Financing in Indian SMEs</p>	<p>Kristu Jayanti College, Bengalore, India, Emergence of Reskilling & Upskilling in Contemporary Global Management (ERUCGM)</p>	<p>5th & 6th March 2025, International conference.</p>

148.	Sustainable and Innovative practices in the Indian BFSI sector	ASET COLLEGE, University of Madras, Tamil Nadu, India. “ Empowering a digitally sustainable future harnessing technology for a better world”	26 th March 2025, International conference.
149.	Digital Global Taxation: Transformative Impacts and Strategic Responses in India, CONFERENCE PROCEEDINGS WITH ISBN 9789394007420,	The Department of Management studies, Adhiparasakthi College of Engineering, Kalavai , is organizing an international conference on Business diversity (ICBD-2K25) , on 24th May 2025.P.31TO35	24th May 2025
150.	The Impact of Digital Currency over Indian and International Financial System, CONFERENCE PROCEEDINGS WITH ISBN 9789394007420	The Department of Management studies, Adhiparasakthi College of Engineering, Kalavai , is organizing an international conference on Business diversity (ICBD-2K25) , on 24th May 2025.P.46 TO 48.	24th May 2025
151.	Chapter 13 Food Preservation and Utilization Strategies for the Indian Population: Food Preservation strategies for Indian Population Lakshman K, Periasamy P., Dinesh N. https://www.igi-global.com/book/impact-generative-food-supply-chain/357648	Impact of Generative AI on Food Supply Chain Management <u>Bhupinder Pal Singh Chahal</u> (Yorkville University, Canada), Apokiaraj David (Swiss Business School, UAE), <u>Amrinder Singh</u> (Jain University, India), <u>Geetika Madaan</u> (Marwadi University, India), and <u>Gurmeet Singh</u> (The University of the South Pacific, Fiji) Projected Release Date: April, 2025 Copyright: © 2025 Pages: 575 DOI: 10.4018/979-8-3693-9856-2 ISBN13: 9798369398562 ISBN13 Softcover: 9798369398579 EISBN13: 9798369398586	Officially Published 27.05.25, Scopus indexed Book chapter publication, dated April 2025.
152	Bridging the Gap: Integrating Marketing and Supply Chain Management through Big Data Analytics	Pandy, Periasamy and Dr. Dinesh. N., Bridging the Gap: Integrating Marketing and Supply Chain Management through Big Data Analytics (March 28, 2025). Available at	Ssrn elsevier , March 28, 2025. (Scopus Indexed)

		SSRN: https://ssrn.com/abstract=5197911 or http://dx.doi.org/10.2139/ssrn.5197911	
153.	The Impact of Digital Currency over Indian and International Financial System (May 18, 2025). Available at SSRN: https://ssrn.com/abstract=	The Impact of Digital Currency over Indian and International Financial System (May 18, 2025). Available at SSRN: https://ssrn.com/abstract= https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5283005	24th May 2025 Available in SSRN since 18 th May 2025. (Scopus Indexed)
154. 2025	Environmental, Social, and Governance (ESG) Investing: Evolution, Significance, Challenges, and Impacts.	JNNCE JOURNAL OF ENGINEERING & MANAGEMENT, SPECIAL EDITION, 04, JANUARY-2025 ISSN 2582-0079 642 Available online @ https://jjem.jnnce.ac.in https://www.doi.org/10.37314/JJEM.SP0472 Indexed in International Scientific Indexing (ISI) Impact factor: 1.395 for 2021-22 Published on: 31 May 2025	31 May 2025 Journal publication
155	Social entrepreneurship and its role in alleviating poverty. <u>View of Social Entrepreneurship and Its Role in Alleviating Poverty</u>	Periasamy P., & Ravimohan R. (2025). Social entrepreneurship and its role in alleviating poverty. <i>World Conference on Emerging Science, Innovation and Policy 2025</i> . Futurity Research Publishing. https://doi.org/10.5281/zenodo.16013704	<i>World Conference July 16th 2025</i> Search <u>World Conference on Emerging Science, Innovation and Policy 2025</u>
156.	A NEW ERA OF SUSTAINABLE BUSINESS: BLOCKCHAIN AND DISTRIBUTED LEDGER TECHNOLOGIES IN THE CIRCULAR ECONOMY	International Journal of Multidisciplinary Research and Technology ISSN 2582-7359, Peer Reviewed Journal, Impact Factor 6.325 www.ijmrtjournal.com Volume 6 Issue 8 (Special Issue August 2025) Pages.175-178. 23 rd paper.	<i>National conference and International Journal publication. Aug., 22 & 23, 2025. National-Level Conference on ADVANCING TECHNOLOGY: Converting Visionary Ideas into Real-world Solutions</i>

PROFESSIONAL MEMBERSHIPS:

Active Association Membership

National Level :9

- Member in Indian Accounting Association since 28th Jan 2022, ANU.268.
- Certificate No. AGLM-584, Life time member in Agriculture Letter Journal,2021-2026
 - IARA- Indian Academicians and Researchers Association (M/M-567)
 - Active ISTE Life Time Member since August 2013 (LM-91184)
 - AIMS INTERNATIONAL Member NoB2-2192.
 - Active member in Exclusive MBA Global.
 - Active Associate member in Indian Solidarity Council, New Delhi.
 - Active Member in International Institute of Education and Management
 - Active Member in Indian Academicians and Researchers Association, Assam.

International Level:17

- Associate Member of International Society for Development and Sustainability (ISDS)" JAPAN since November 2022. ISDS Society, Japan <https://www.isdsnet.com> membership approval.
- Member in Association of MBAs....<https://www.associationofmbas.com/students-and-graduates> since 8th Jan .,2022 AMBA:
- Editorial Board Member in "Lattice Science Publication" in 2020-2021, MP, India.
- ICMIAR – Intl.Natl. Con on Multidisciplinary Innovation in Academic Research COMMITTEE MEMBER <https://icmiar.net/core-committee.php> .<https://icmiar.net/index.php>.
- Academy of Management -<https://aom.org/membership/join-the-aom>
- IFERP-Institute For Engineering Research and Publication, life time member
- TERA-Teaching and Education Research Association –Life Time member- M19101751
- Social Science and Humanities Research Association (SSHRA)- life time member -M195726
- NASP -National Association of Sales Professionals
- SMEI – Sales & Marketing Executive International
- AMA – American Marketing Association
- IAAP – International Association of Administrative Professionals.
- AFA – American Finance Association
- AFP – Association for Financial Professionals.
- IARCP – International Association of Risk & compliance Professionals
- APBM – Association of professionals in business management
- STMP – Society of Technical and Management Professionals.

Notable Achievements:

- Best paper award in 2023 from Jain University Bangalore.
- Best paper award in 2024 from Jain College, Bangalore.
- Chairperson for MBA Board Paper Valuation twice.
- Question Paper setter for a Coimbatore based B school, affiliated to Anna University.
- Judge for Case study competition in SRM University,2025

FDP / Workshops participated: 7

- " 7 DAYS NATIONAL LEVEL FDP ON PYTHON" organized by Star International Foundation for Research and Education on 19.03.2024 to 25.03.2024.
- Attended a National webinar on "financial education a life skill under NEP 2020"organised by Mendipathar college, Meghalaya, in association with AMFI, on 26th August 2024.
- One day workshop on AI in Engineering Education on 5th Jan 2024 in Saveetha Engineering College, Chennai.
- One day webinar on MARKETING ANALYTICS FOR BUSINESS DECISION MAKING, by McGraw Hill on 18th Sep., 2024.

- 3 days National level FDP on the craft of Research , Research Methodology, Writing skills and emotional resilience on 29th to 31st August 2024.
- Participated in 5 Days International Faculty Development Program on Digital Marketing organized by MIT Arts Commerce & Science College (Autonomous)- Maharashtra, Nishitha Degree College (Autonomous) - Nizamabad, Telangana, Seshadripuram College Tumakuru, Karnataka P.B. Siddhartha College of Arts and Science -Andhra Pradesh in Collaboration with ExcelR Edtech Pvt. Ltd. Date: 27th May to 31st May 2024.
- Department of Management Studies, St.Joseph's Institute of Technology.PARTICIPATED 3 days National Level Workshop on Covariance Based Structural Equation Modeling (22/05/2024 to 24/05/2024).