



Dr. S. VANITHA
Professor & Head
Chair, School of Business Studies
Coordinator, Centre for Financial Markets

Contact

Address : **Department of Commerce and Financial Studies**
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Bharathidasan University
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Tamil Nadu, INDIA

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Date of Birth : 18.05.1975

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BDU ID : <https://www.bdu.ac.in/schools/business-studies/commerce-and-financial-studies/docs/faculty/dr-s-vanitha.pdf>

Google Scholar ID : <https://scholar.google.com/citations?user=OKaTHDYdFvkC&hl=en&oi=sra>

ORCID ID : <https://orcid.org/0009-0003-6287-5339>

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Academic Qualifications: M.Com,MBA,Ph.D,

2001

Master of Commerce

Annamalai University, Chidambaram, Tamil Nadu.

2007

Doctorate of Philosophy in Commerce

Bharathidasan University, Tiruchirappalli, Tamil Nadu.

2010

Master of Business Administration

Annamalai University, Chidambaram, Tamil Nadu.

Teaching Experience: 16 Years

01.06.2024 – till date	Chair, School of Business Studies Department of Commerce and Financial Studies Bharathidasan University Tiruchirappalli - 620 024 Tamil Nadu, India Website: www.bdu.ac.in
01.04.2023 - till date	Head of the Department Department of Commerce and Financial Studies Bharathidasan University Tiruchirappalli - 620 024 Tamil Nadu, India Website: www.bdu.ac.in
01.04.2023 - till date	Coordinator Centre for Financial Markets Department of Commerce and Financial Studies Bharathidasan University Tiruchirappalli - 620 024 Tamil Nadu, India Website: www.bdu.ac.in
02.06.2023 – till date	Professor
02.06.2020 - 01.06.2023	Associate Professor Department of Commerce and Financial Studies School of Business Studies Bharathidasan University Tiruchirappalli - 620 024 Tamil Nadu, India Website: www.bdu.ac.in
02.06.2008 – 01.06.2020	Assistant Professor Department of Commerce and Financial Studies School of Business Studies Bharathidasan University

Tiruchirappalli - 620 024
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2006 – 2008

Guest Faculty
Department of Commerce
Bharathidasan University College (W)
Orathanadu – 614 625
Thanjavur - DT.

Research Experience: 2001- Till date -19 Years

Areas of Research

Financial Management
Mergers and Acquisitions
Stock Market
Foreign Exchange
Indian Macro Economic Variables

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	02	04
	M.Phil.	19	-
Project	PG	86	13

Google Scholar Citation Details

Cumulative Impact Factor (as per JCR) : 386
h-index : 10
i10 index : 10
Total Citations : 320

Funded Research Projects -03

Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		

1	UGC-Minor Research Project	01.02.2011	31.07.2012	“Testing of Portfolios Conditional Volatility in Indian Stock Market with Special Reference to BSE Group “A” Listed Company”.	0.70
2	ICSSR-Major Research Project	01.04.2012	31.12.2014	“Testing of Co-integration and Volatility of Commodity Spot and Futures Prices in India”.	4.85
3	ICSSR-Major Research Project	01.06.2017	30.11.2018	Government Policy and Foreign Portfolio Investment Challenges in Indian Stock Market: A Scientific Approach	5.00

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 04

I. WORKSHOP ORGANISED:02

1. Workshop Secretary, organised Five Day National Workshop on Applied Econometrics for Finance and Management, Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Funded by The Indian Econometric Society and University Grant Commission, 5th – 9th February 2011.
2. Workshop Secretary, organised Two Day National Workshop on Writing and Publishing Research Article in Commerce and Management, Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli and Funded by University Grants Commission, 3th – 4th November 2012.

II. EVENTS ORGANISED:02

1. Coordinator, organised National Co-Operative Week Celebrations, Department of Commerce and Financial Studies, School of Business Studies, Bharathidasan University, Tiruchirappalli-24 on 15th November 2018.
2. Coordinator, organised National Co-Operative Week Celebrations Department of Commerce and Financial Studies, School of Business Studies, Bharathidasan University, Tiruchirappalli-24 on 15th November 2019.

III. ACADEMIC PROGRAMME ORGANISED-18

S. No	Faculty Member who organized Programme	Title of the Academic Programme	Date(s)
1	Dr. S. Vanitha Associate Professor and Head	Special Lecture on “The Causes and Consequences of Bank Run in US”, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	12 th April 2023
2	Dr. S. Vanitha Professor and Head	Special Lecture on “The Primacy of Critical and Creative Thinking”, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	12 th July 2023
3	Dr. S. Vanitha Professor and Head	Celebration on “Parents – Teachers – Alumni – Freshers Meet – 2023 and Welcome to New BDUS”, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	17 th July 2023
4	Dr. S. Vanitha Professor and Head	Two days National Workshop on Financial Markets for Young Investor Sponsored by National Securities Markets, Bangalore and Geojit Financial Services Private Limited, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	21 st and 22 nd August 2023
5	Dr. S. Vanitha Professor and Head	Celebration of on “Teachers’ Day “, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	05 th September 2023
6	Dr. S. Vanitha Professor and Head	Youth Awakening Day – 2023, Organized by Department of Commerce and Financial Studies, and Department of International Business, Bharathidasan University, Tiruchirappalli-620 024.	13 th October 2023
7	Dr. S. Vanitha Professor and Head	Soft Skills Development Programme, Organized by Placement and Training Cell & Department of	30 th October 2023

		Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	
8	Dr. S. Vanitha Professor and Head	Entrepreneurship Awareness Programme, Organized by Bharathidasan University Entrepreneurship, Innovation & Career Hub (BECH-RUSA 2.0) and Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	31 st October 2023
9	Dr. S. Vanitha Professor and Head	Special Lecture on War and Business, Organized by Department of Commerce and Financial Studies, and Department of International Business, Bharathidasan University, Tiruchirappalli-620 024.	09 th November 2023
10	Dr. S. Vanitha Professor and Head	National Cooperative Week Celebrations – 2023 Theme: Cooperatives for Sustainable Development, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	16 th November 2023
11	Dr. S. Vanitha Professor and Head	Tribute to V.O. Chidambaram Pillai, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	18 th November 2023
12	Dr. S. Vanitha Professor and Head	Department Silver Jubilee Celebrations (28.12.1998 to 27.12.2023), Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	27 th December 2023
13	Dr. S. Vanitha Professor and Head	Capability Enhancement and Development Schemes Special Lecture on Stimulation, Support and Sustainability in Entrepreneurship, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	05 th January 2024
14	Dr. S. Vanitha Professor and Head	Remembrance of the Great Freedom Fighters of India's Independence and birth Anniversary of Veera Pandiya Kattabomman and Veeramangai Velu Natchiyar (03.01.2024), Organized by	05 th January 2024

		Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	
15	Dr. S. Vanitha Professor and Head	Session on Bridge Courses Special Lecture on Basics of Share Market and Mutual Funds, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	11 th January 2024
16	Dr. S. Vanitha Professor and Head	Capability Enhancement and Development Schemes, Industrial Visit and Special Lectures. Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	23 rd January 2024
17	Dr. S. Vanitha Professor and Head	Session on Career Counselling, Special Lecture on Professional Life Beyond MBA, Organized by Department of Commerce and Financial Studies and Bharathidasan School of Management, Bharathidasan University, Tiruchirappalli-620 024.	01 st February 2024
18	Dr. S. Vanitha Professor and Head	World Cancer Day: Close the Care Gap – Special Lecture on Cancer Awareness, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.	03 rd February 2024

Events Participated (optional)

Conferences / Seminars / Workshops:

CONFERENCES/SEMINARS PARTICIPATED AND PRESENTED PAPERS: 155

- 1. Vanitha.S.** Presented a Paper on “The Development of India Stock Exchange: An Overview”, Sri Pushapam College (Autonomous) Poondi, 14-15, Dec 2002.
- 2. Vanitha.S.** Presented a Paper on “Private Placement in Corporate Debt Market: An Overview”, Three-Day National Seminar on the Era of Globalization and its Implications-Emerging Issues and Concerns Canada & India, Jamal Mohamed College, Trichy, 27 – 29 March 2003.

3. **Vanitha.S.** Presented a Paper on “A Study on Financial Health of Cement Industry – “Z” Score Analysis”. U.G.C. National Seminar on Impact of Liberalization, Privatization and Globalization, Khadir Mohideen College, Adirampattinam, 16th & 17th August 2003.
4. **Vanitha.S.** Presented a Paper on “Corporate Environmental Accounting & Reporting: Challenges”, Organizing by Association of Economists of Tamil Nadu, 24th Annual Conference, The M.D.T. Hindu College, Department of Economics, Tirunelveli-627 010, Date 24 – 25 Jan 2004.
5. **Vanitha.S.** Presented a Paper on “Environmental Accounting & Reporting: Issues & Remedies”, International Seminar on Emerging Trends in Global Business: Challenges and Opportunities for Developing Countries, P.R. Institute of Management, Thanjavur, 6th & 7th February 2004.
6. **Vanitha.S.** Presented a Paper on “Stock Exchange: A Boon to Companies”, U.G.C. Sponsored National Seminar on Indian Capital Market in The Post Liberalization Era, Bharathidasan University, Tiruchirappalli-620 024, 7th & 8th March 2004.
7. **Vanitha.S.** Presented a Paper “E-CRM & Online Insurance Service”, International Management Convention On the Theme - India Calls World-A Road Map to Success, Adaikalamatha Institute of Management, Adaikalamatha College, Vallam, Thanjavur, 27th & 28th September 2004.
8. **Vanitha.S.** Presented a Paper on “A Study on The Performance of IPOs in Banking Sector”, U.G.C. Sponsored National Seminar on New Issue Market in the Post Liberalization Era, Department of Commerce, Bharathidasan University, Tiruchirappalli- 620 024, 7th & 8th January 2005.
9. **Vanitha.S.** Presented a Paper on “Corporate Debt Market in India- Key Issues”, National Seminar on Financial Sector Reforms organized by the Department of Commerce, St. Joseph’s College (Autonomous), Trichy, 12th & 13th January 2005.
10. **Vanitha.S.** Presented a Paper on “A Glance at Business Process Outsourcing”, National Seminar on Global Competitiveness in Business: Trends and Traits, organized by P.R. Group of Institutions, P.R. Institute of Management, Vallam, Thanjavur-613 403, 25th February 2005.
11. **Vanitha.S.** Presented a Paper on “Case Study Method of Teaching”, UGC. Sponsored National Seminar on Organized by Department of Sociology, Bharathidasan University, Trichy-620 024, 23rd March 2005.

- 12. Vanitha.S.** Presented a Paper on “Financial Implication of Merger and Acquisition: A Case Study”, International Conference on Business Economics and Finance (ICBEF 2005), towards a richer understanding of Global Economy & Financial Markets, Adikalamatha Institute of Management, Adaikalamatha College, Vallam, Thanjavur-613 403, Tamil Nadu, India, September 29- 30, 2005.
- 13. Vanitha.S.** Presented a paper on “Consumer Protection in Banking Services”, National Seminar on Changing Scenario of Consumerism, Department of Commerce, School of Economics and Commerce, Bharathidasan University, Tiruchirappalli, February 11-12, 2006.
- 14. Vanitha.S.** Presented a Paper on “Financial Performance of Merger and Acquisition in Textile Industry- A Case Study”, U.G.C. Sponsored International Seminar on Case Study Method of Teaching of Commerce and Management Education, Department of Commerce, Bharathidasan University, Tiruchirappalli- 620 024, 20th & 21st January 2007.
- 15. Vanitha.S.** Presented a Paper on “Financial Performance of Merger and Acquisition in Food and Beverages Industry- A Case Study”, U.G.C. Sponsored International Seminar on Case Study Method of Emerging Paradigm in Financial Services, Organized by Cauvery College for Women, Department of Commerce, Bharathidasan University, Tiruchirappalli- 620 024, 7th & 8th April 2007.
- 16. Vanitha.S.** Presented a Paper on “Electronic Banking- Service Provided by the Indian Banking Sector”, XXIX Annual Conference of Association of Economists of Tamil Nadu, Organized by PG & Research Department of Economics, PSG College of Arts and Science, Coimbatore- 610 014, 22nd-23th November 2008.
- 17. Vanitha.S.** Presented a Paper on “Risk and Returns Relationship of Private Sector Banks”, UGC Sponsored International Seminar on Recent Trends in Capital Markets and Financial Innovations, Department of Commerce, School of Economics and Commerce, Bharathidasan University, Tiruchirappalli, January 19-20, 2008.
- 18. Vanitha.S.** Presented a Paper on “Impact of LPG on Indian Economy”, ICSSR. Sponsored National Level Seminar on Impact of Privatization, Liberalization and Globalization on Indian Economy and Employment, Organized by Department of Commerce, Khadir Mohideen College, Adirampattinam, 16th December 2007.
- 19. Vanitha.S.** Presented a Paper on “Corporate Social Responsibility and Environmental Ethics”, International Conference on Corporate Social Responsibility in the Globalised Scenario Organized by Department of Commerce, Holy Gross College (Autonomous), Tiruchirappalli- 620 002, 22nd 24th January 2009.

20. **Vanitha.S.** Presented a Paper on “Changing Scenario of Consumer Protection Act in India”, National Seminar on Consumer Awareness, Protection and Promotion of Consumer Rights Organized by Indian Institute of Public Administration, New Delhi and Department of Commerce, Khadir Mohideen College Adirampattinam- 614 701, Thanjavur-DT, Tamil Nadu, 21st 22nd February 2009.
21. **Vanitha.S.** Presented a Paper on “2009 International Conference on Business and Information (BAI)”, International Conference on The Determinants of Shareholders’ Wealth of Acquiring Firms in India, Parkroyal Hotel Kuala Lumpur, Malaysia, July, 6th to 10th, 2009.
22. **Vanitha.S.** Presented a Paper on “State Level Seminar on Export Marketing in the Development of India”, A.R.C. Visvanathan College, Mayiladuthrai, August, 24th to 25th, 2009.
23. **Vanitha.S.** Presented a Paper on “Impact of Global Economic Meltdown on Indian Capital Market”, National Conference on Global Financial Crisis and Its Impact on Indian Financial System, Organized by Bharathidasan University, Department of Commerce and Financial Studies, Tiruchirappalli and SMART Journal of Business Management Studies, Tiruchirappalli, September, 12th to 13th, 2009.
24. **Vanitha.S.** Presented a Paper on “Accounting Standard for Financial Instruments”, XXXII All India Accounting Conference and International Seminar on Accounting Education and Research, Organized by Indian Accounting Association (Gwalior Branch) in Association with Institute of Commerce and Management, Jiwajo University, Gwalior, November, 14th to 15th, 2009.
25. **Vanitha.S.** Presented a Paper on “Testing of Portfolio Conditional Volatility in Indian Stock Market with Special Reference to BSE Group ‘A’ Listed Companies”, International Seminar on Recent Trends in Indian Capital Markets and Financial Innovations, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli and SMART Journal of Business Management Studies, Tiruchirappalli, January 9th to 10th, 2010.
26. **Vanitha.S.** Presented a Paper on “Testing of Co Integration in Indian Commodity Market”, International Conference on Accelerating Economic Revival through Innovation and Reform, Organized by Department of Commerce, Management Studies and Corporate Economics, Women’s Christian College, Chennai, February 5th to 6th, 2010.
27. **Vanitha.S.** Presented a Paper on “Report on Financial Inclusion in Micro Insurance and Recommendation”, UGC Sponsored National Seminar on Financial Exclusion: Need For Financial Inclusion, Organized by Department of Commerce, Annamalai University, Annamalai Nagar, Tamil Nadu, March 18th to 19th, 2010.

28. **Vanitha.S.** Presented a Paper on “Volatility in the Overnight Money Market Rate in India: An Empirical study”, Two Day International Conference on “Global Business: Challenges & Opportunities in the Present Scenario”, Organized by Department of Commerce, Sri Kaliswari College, Sivakasi, Tamil Nadu, May 27th to 28th , 2010.
29. **Vanitha.S.** Presented a Paper on “Optimal Portfolio Investment in National Stock Exchange-S & P CNX Nifty”, TANSCHÉ Sponsored Two Day National Seminar on Research Methodology in Social Sciences, Organized by Department of Commerce, VHNSN College, Virudhunagar, Tamil Nadu, August 6th & 7th 2010.
30. **Vanitha.S.** Presented a Paper on “Measuring Portfolio Performance of CNX Service Sector Index in India”, One Day National Conference on Emerging Trends in Management, Organized by Department of Management Studies, Infant Jesus College of Engineering, Thoothukudi District- 628 851, Tamil Nadu, September, 3rd ,2010.
31. **Vanitha.S.** Presented a Paper on “Testing the Weak Form Efficiency of Commodity Market-With Special Reference to Bullion Market”, AICTE Sponsored National Seminar on Financial Conclave, Organized by Department of Management Studies, SNS College of Technology, Coimbatore- 35, Tamil Nadu, September, 17th ,2010.
32. **Vanitha.S.** Presented a Paper on “Stock Market Development of BRIC and Their Integration with Global Financial Markets”, “Empirical Research in the area of Finance” at the 63rd All India Commerce Conference of Indian Commerce Association, Organized by Department of Commerce, Goa University, Goa, October, 1st & 3rd ,2010.
33. **Vanitha.S.** Presented a Paper on “Institutional Investors in Indian Commodity Derivatives Market”, Two day National Seminar on “Recent Trends in Commodity Derivatives and Risk Management” Funded by forward Market Commission, Mumbai and National Commodities and Derivatives Exchange Ltd, Mumbai, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli and SMART Journal of Business Management Studies, Tamil Nadu, December, 11th & 12th , 2010.
34. **Vanitha.S.** Presented a Paper on “Exchange Rates, Interest Rates and Inflation Rates in India: The International Fisher Effect Theory”, International Conference on Financial Derivatives, Organized by Department of Commerce, School of Management, Pondicherry University, Pondicherry, India, December, 17th & 19th 2010.
35. **Vanitha.S.** Presented a Paper on “Testing of Co-Integration and Volatility of Commodity Spot and Futures Prices in India”, Sixth International Seminar on **Emerging Capital Markets: Issues and Challenges (EMCAM IC- 2011)**, Organized by Department of Commerce and

Financial Studies, Bharathidasan University, Tiruchirappalli and SMART Journal of Business Management Studies, January, 8th & 9th, 2011.

- 36. Vanitha.S,** Presented a paper on “Impact of Monetary policy on Indian Banking Sector of CNX Bank Index and BANKEX”, National Conference on Sustaining Growth in the Era of Global Recovery SGEGR- 2011, organized by Department of Management Studies, Vel Tech High Tech Dr.Rangarajan, Dr. Sakuntala Engineering College Chennai, (ISBN:978-93-80530-39-0), 26th & 27th August, 2011.
- 37. Vanitha.S,** Presented a paper on “E-Finance in a Developing Countries- With Special Reference to India”, National Seminar on E-Services and its Emerging Issues in the Global Business Environment, organized by PG and Research Department of Commerce, Cauvery College for Women, Tiruchirappalli, 12th & 13th September, 2011.
- 38. Vanitha.S.** Presented a Paper on Ist International Conference on Modern Trends in Innovative Management- MTIM 2011, “Causal Relationship Between Dividend Yield and Stock Returns With Special Reference to BSE SENSEX”, organized by Faculty of Management Studies, Rajarata University of Sri Lanka, Mihintale, Sri Lanka, October, 27th to 28th, 2011.
- 39. Vanitha.S.** Technical Session Chair Person for “Accounting and Finance”, on Ist International Conference on Modern Trends in Innovative Management- MTIM 2011, organized by Faculty of Management Studies, Rajarata University of Sri Lanka, Mihintale, Sri Lanka, October, 27th to 28th, 2011.
- 40. Vanitha.S.** Presented a Paper on “Live Case Studies in Management Education- An Overview”, “Activity Based Learning in Commerce Education” at the 64rd All India Commerce Conference of Indian Commerce Association, Organized by Department of Commerce, School of Management, Pondicherry University, Pondicherry, December, 13st & 15rd, 2011.
- 41. Vanitha.S.** Presented a Paper on “Corporate Governance and Capital Market in India – An Overview”, International Seminar on Financial Markets: Issues and Challenges, Department of Commerce and Financial Studies and SMART Journal of Business Management Studies, Tiruchirappalli, and January 7-8, 2012.
- 42. Vanitha.S.** Presented a Paper on National Seminar on Key Concepts in Management Research, “Importance of Review of Literature”, organized by STET School of Management, Mannargudi, Thanjavur, January, 19th, 2012.
- 43. Vanitha.S.** Presented a Paper on National Seminar on Emerging Trends in the Indian Banking Industry – Challenges and Strategic Options (ETIBI – 2012), “Performance of Portfolio

Construction with Reference to Bank Index in India”, organized by Pondicherry University, Karaikal Campus, Karaikal, Pondicherry. 24th March, 2012.

44. **Vanitha.S.** Presented a Paper on National Seminar on Future Perspectives of Indian Financial and Finance Systems- Opportunities & Challenges, “Recession on Investment Pattern of Angel Capital And Debt Market With Reference to Chennai Region”, organized by Department of Management Studies, Jawaharlal College of Engineering & Technology, Calicut, April, 18th, 2012.
45. **Vanitha.S.** Presented a Paper on International Seminar on Social Network and Communication “Communication for Social Change”, organized by Department of Commerce(CA), Vellalar College for Women (Autonomous), Erode, August, 07 and 8th , 2012.
46. **Vanitha.S.** Presented a Paper on ICSSR Sponsored International Conference on International Challenges of Global Entrepreneurship in the 21st Century “Role Women Entrepreneurs and SHG’s Dynamic Capabilities in Green Building Industries”, organized by PG & Research Department of Commerce, Bon Secours College for Women, Thanjavur, August, 30 and 31st , 2012.
47. **Vanitha.S.** Presented a Paper on National Conference on Talent Management: A Potential Strategy to Empower an Enterprise “Talent Assessment System”, organized by PG & Research Department of Commerce, Bishop Heber College (Autonomous) Trichy- 620 017, 5th October, 2012.
48. **Vanitha.S.** Presented a Paper on “Investment Behaviour Towards Corporate Social Responsibility in India”, Eighth International Seminar on **Financial Markets: Issues and Challenges (FIM IC- 2013)**, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli and SMART Journal of Business Management Studies, January, 5th & 6th, 2013.
49. **Vanitha.S.** Presented a Paper on “Corporate Governance and Firm Performance with Evidence from Manufacturing Companies in National Stock Exchange”, Eighth International Seminar on **Financial Markets: Issues and Challenges (FIM IC- 2013)**, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli and SMART Journal of Business Management Studies, January, 5th & 6th ,2013.
50. **Vanitha.S.** Presented a Paper on “Impact of Foreign Institutional Investors on Indian Stock”, Eighth International Seminar on **Financial Markets: Issues and Challenges (FIM IC- 2013)**, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli and SMART Journal of Business Management Studies, January, 5th & 6th ,2013.

51. **Vanitha.S.** Presented a Paper on International Conference on Advances in Biotechnology and Patenting (ICABP - 2013) “Beyond IPRs: Towards a Proactive Approach to Protecting Intellectual Property in India”, organized by School of Biotechnology & School of Chemistry, Bharathidasan University, Tiruchirappalli, February 18th – 21st, 2013.
52. **Vanitha.S.**, delivered a lecture on “Soft Skill Development Programme and Women Sanitation and Hygiene” in the NSS Special Camping activities organized by Bharathidasan University Constituent Arts & Science College, Inamkulathur, Srirangam, 06th March, 2013
53. **Vanitha.S.** Presented a Paper on International (Conference, Colloquium, Convention): Emerging Research Paradigm in Social Sciences “Impact of Financial Inclusion in Indian Banking Sector with Reference to Tamil Nadu”, organized by School of Commerce & Research and Development Centre, Bharathiar University, Coimbatore, August 22nd – 24th, 2013.
54. **Vanitha.S.** Presented a Paper on 66th ALL INDIA COMMERCE CONFERENCE – National seminar on: Inclusive Growth And Sustainability -Role of Commerce education in India “Impact of Information Technology in Commerce and management education in India”, organized by Department of Commerce, Bangalore University, Bangalore, Dec 5th – 7th, 2013.
55. **Vanitha.S.** Paper on “Effect of Spot Market Trading Volatility on Equity Derivatives in India”, Ninth International Seminar on **Financial Markets: Issues and Challenges (FIM IC- 2014)**, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli and SMART Journal of Business Management Studies, January, 4th & 5th, 2014.
56. **Vanitha.S.** Paper on “Analysis of Investment Strategies in CNX Automobile Companies in India”, International Conference on International Business Scenario in Indian Context, Organized by Department of Management Studies, Sacred Heart College, Tirupattur, Vellore District, Tamil Nadu, January, 9th & 10th, 2014.
57. **Vanitha.S.** Paper on “Determinants of Exchange Rates Movement and Stock Market Volatility in India”, International Conference on Emerging Paradigms in Management Research, Organized by Vivekanandha Institute of Information and Management Studies, Namakkal and Mother Teresa Women’s University, Faculty of Management, Kodaikanal, February, 27th & 28th, 2014.
58. **Vanitha.S.** delivered a Special Lecturer on “Skills Development and Women Health and Hygiene”, NSS, Camp, Bharathidasan University Constituent Arts and Science College, Enamkulathur, Tiruchirappalli March, 22nd, 2014.

- 59. Vanitha.S.** Paper on “Impact of Exchange Rate on Macroeconomic Variables with Reference to Reserve Bank of India”, UGC sponsor National Seminar on Pros and Cons of FDI in Retail Sector, Organized by Rani Anna Government College for Women, Tirunelveli, Tamilnadu, July 24th & 25th, 2014.
- 60. Vanitha.S.** Paper on “Co-Movement between Stock Market Indices and Exchange Rates”, International Conference on The Role of Trade and Commerce in Revisiting Indian Economy: Sectors Specifics Challenges & Opportunities, Organized by Department of Commerce, Kailash Women’s College, Nagavalli Main Road, Periyasoragai (PO), Nangavalli, Salem- 636 502, August 22nd, 2014.
- 61. Vanitha.S.** Paper on “The Effect of Macro-Economic Variables on BSE Oil Stock Returns”, International Conference on New Horizons in Innovative Management Practices, Organized by Holy Grace Academy of Management Studies, Kuruvilassery P.O., Mala, Thrissur, Kerala. September 19th and 20th 2014.
- 62. Vanitha.S.** Paper on “Impact of Mobile Eco-System on Indian Economy”, Two Days National Seminar, New Age Marketing Mantras- Realities & Emerging Trends, Organized by Periyar Institute of Management Studies (PRIMS), Periyar University, Salem - 636 011, September 25th and 26th, 2014.
- 63. Vanitha.S.** Paper on “Impact of Derivative Trading on Stock Market Volatility in India”, Two Days International Symposium on Research Innovation for quality Improvement in Higher Education, Organized by Bharathiar University, Coimbatore, 10th and 11th October, 2014.
- 64. Vanitha.S.** Presented a Paper on “Impact of FDI and FII Flow on Indian Stock Market”, Tenth International Seminar on **Financial Markets: Issues and Challenges (FIM IC- 2015)**, Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli and SMART Journal of Business Management Studies, January, 10th & 11th, 2015.
- 65. Vanitha.S.** Presented a Paper on Asia- Pacific Conference on Social Sciences and Management (APCSSM), “The Effects of Terrorism and Natural Calamity on National Stock Exchange in India”, organized by Higher Education Forum, Singapore, 19th – 21st January, 2015.
- 66. Vanitha.S.** Presented a Paper on UGC Sponsored National Seminar on Social Entrepreneurship- A Drive for Sustainability, “Financial Source of Social Entrepreneurship in India”, organized by PG.& Research Department of Commerce, Periyar E.V.R College (Autonomous), Tiruchirappalli- 620 023, 27th February, 2015.

- 67. Vanitha.S.** Presented a Paper on UGC Sponsored Eleventh International Seminar on Financial Markets: Issues and Challenges “Determinants of Firm Specific Factors on Capital Structure Decision: An Empirical Study of Indian Companies”, organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, 09th and 10th January, 2016.
- 68. Vanitha.S.** Presented a Paper on ATHENAEUM, 2016 VII International Conference on Contemporary Management Research, “The Effect of Macroeconomics and Financial Related Variables on Stock Market Capitalization of Global Growth Generator Countries”, organized by Bharathidasan Institute of Management (BIM), Tiruchirappalli, 12th and 13th February, 2016.
- 69. Vanitha.S.** Chair persons on One Day National Seminar on “MSMEs in India: Challenges & Opportunities”, organized by Department of Economics, Commerce and Management, Bharathidasan University Constituent Arts & Science College (Co-Ed), Tiruchirappalli-620009, 11th March, 2016.
- 70. Vanitha.S.** Presented a Paper on UGC Sponsored International Seminar on Management Perspectives on Globalisation, Technology & Innovation “The Dynamic Effect of Macroeconomic Variables on BSE Auto Returns using ARDL Model”, organized by Department of Management Studies, University of Madras, Chennai, 18th and 19th March, 2016.
- 71. Vanitha.S.** Presented a Paper on Two Day International Conference on Recent Trends in Business and Management, “An Effect of Non Deliverable Forward Market In Asian Currencies with Reference to Brazil, India and China”, organized by Department of Management and Commerce, J.J.College of Arts and Science (Autonomous), Pudukkottai, 05th and 06th August, 2016.
- 72. Vanitha.S.** Participated the UGC Sponsored One Day National Seminar on “Library Technologies for Teaching, Learning and Research”, organized by Department of Library and Information Science, Bharathidasan University, Tiruchirappalli, 12th August, 2016.
- 73. Vanitha.S.** Presented a Paper on UGC Sponsored International Seminar on Emerging Trends in Business Excellence and International Business- India’s Perspective, “An Empirical Analysis of Information Flows between Non Deliverable Forward and Spot Market of PHP/KRW-USD in Asian Currency Market” organized by Department of Commerce, University of Madras, Chennai, 16th September, 2016.
- 74. Vanitha.S.** presented a paper on UGC Sponsored Twelfth International Seminar on Financial Markets: Issues and Challenges – (FIM IC – 2017), “The Influence of Macroeconomic

Variables on Exchange rate Volatility Using Structural Equation Model” organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, 7th and 8th January 2017.

- 75. Vanitha.S.** Presented a Paper on One Day National Seminar on Emerging Business Practice In the Global Environment, “Awareness of Pradhan Mantri Jandhan Yojana with Reference to Trichy” organized by Department of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli, 19th January, 2017.
- 76. Vanitha.S.** Presented a paper on Two Day National Seminar on Globalization, Information Technology and Consumerism Meeting New Challenges, “Impact of Socio Economic Factors on Prahan Mantri Jan Dhan Yojana with Reference to Tiruchirappalli District”, organized by School of Commerce, Bharathiar University, Coimbatore, Tamilnadu, India, February 20th and 21st 2017.
- 77. Vanitha.S.** Presented a paper on One Day National Conference on Contemporary Issues in Commerce and Management Sciences, “Impact of NPA in Public and Private Sector Banks in India”, organized by Department of Commerce, Sriram College of Arts and Science, Affiliated to the University of Madras, Perumalpattu, Thiruvallur District, Tamilnadu, India, August 11th, 2017.
- 78. Vanitha.S.** Presented a paper on One Day National Seminar on Strategic Growth of Business in New India- Prospects and Challenges, “Capital Structure and its Determinants of the Automobile Companies in India: An Empirical Analysis”, organized by Post Graduate Department of Commerce (Self Finance), Jamal Mohamed College, Tiruchirappalli – 620 020 Tamilnadu, India, September 23rd, 2017.
- 79. Vanitha.S.** Presented a paper on International Conference on GST(ICGST-2017), “Impact of Goods and Service Tax(GST): A Unified Tax System in India”, organized by Department of Commerce, Commerce with CA & Business Administration, Vidhyaa Giri College of Arts and Science, Pudukkottai, Tamilnadu, India, October 5th, 2017.
- 80. Vanitha.S.** Presented a paper on International Conference on School Mental Health, “A Study on the Impact of Economic Problems on the Mental Health of the Students”, organized by Department of Social Works, Bharathidasan University, Kajamalai Campus, Tiruchirappalli – 620 023, Tamilnadu, India, October 25th & 26th, 2017.
- 81. Vanitha.S,** Resource person and delivered lecture in the panel discussion on ‘Demystifying GST’ held on 22nd December 2017 organized by the Department of Management Studies, Periyar Maniammai Institute of Science and Technology, Vallam,Thanjavur.

- 82. Vanitha.S.** Presented a Paper on UGC Sponsored Thirteenth International Seminar on Financial Markets: Issues and Challenges “Impact of Contagion Effect on India and China Stock Market”, organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, 06th and 07th January, 2018.
- 83. Vanitha.S.** Presented a paper on National Conference on Inclusive Growth and Sustainable Development, “Impact of Demonetization on the Indices of Bombay Stock Exchange in India”, organized by Department of Economics, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, Tamilnadu, India, January 10th and 11th , 2018.
- 84. Vanitha.S,** presented a paper on International Conference on Integrated Business and Management “Impact of Contagion Effect on Indian Stock Market and Chinese Stock Market” organized by Post Graduate Department of Commerce(CA), Annai Vailankanni Arts & Science College, Thanjavur, Tamil Nadu, India on 16th February 2018.
- 85. Vanitha.S,** presented a paper on International Seminar on Corporate Governance, “Impact of the Corporate Governance on Indian Companies in Present Trends” organized by PG & Research Department of Commerce, Dhanalakshmi Srinivasan College of Arts and Science, Perambalur and Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-24 and Smart Journal of Business Management Studies and Smart School of Business Solution and Training on 19-02-2018 and 20-02-2018.
- 86. Vanitha.S,** Presented a paper on “Implementation of corporate governance and its impact on Indian companies in present scenario” organized by Department of Applied Economics, Cochin University of Science and Technology, Kochi-22, Kerala in collaboration with Indian Economic Association and Indian council of social science research(ICSSR), New Delhi on 16th and 17th of March 2018.
- 87. Vanitha.S,** Presented a paper on “Social Development and inclusive Growth of Pradhan Mantri schemes with reference to Tiruchirappalli District” organized by Department of Applied Economics ,Cochin University of Science and Technology,Kochi-22,Kerala in collaboration with Indian Economic Association and Indian council of social science research(ICSSR), New Delhi on 16th and 17th of March 2018.
- 88. Vanitha.S.** delivered a Special Lecturer on “Employment Opportunities, Women Empowerment and its Awareness”, NSS, Camp, Bharathidasan University Constituent Arts and Science College, Navalurkuttapattu, Srirangam, Tiruchirappalli March, 29th ,2018.
- 89. Vanitha.S,** presented a paper on “Social Awareness of Pradhan Mantri Schemes with reference to Tiruchirappalli District” International Conference on Emerging Trends in Social Business

and Management Science Research (ICSBMR 2018), organized by VIT Business School & Department of Technology Management, SMEC Vellore Institute of Technology, Vellore on 15th and 16th of June 2018.

- 90. Vanitha.S,** presented a paper on “The Impact of Financial Contagion on Emerging Asian Stock Markets with Special Reference to Global Financial Crisis” International Conference on Emerging Trends in Social Business and Management Science Research (ICSBMR 2018), organized by VIT Business School & Department of Technology Management, SMEC Vellore Institute of Technology, Vellore on 15th and 16th of June 2018.
- 91. Vanitha.S,** presented a paper on “The Impact of Corporate Governance on Indian Companies in Present Scenario”, International Seminar on Corporate Governance: Issues and Challenges, organized by Department of Commerce and Financial Studies, Bharathidasan University, SMART Journal of Business Management Studies and Department of Management Studies and Department of Commerce, Shrimati Indira Gandhi College, Tiruchirappalli. on 18th and 19th of June 2018.
- 92. Vanitha.S,** delivered a lecture on “Make a Career Development”, Inauguration of Commerce and Business Administration Association organized by Department of Commerce and Business Administration, Imayam Arts & Science College, Kannanur, Thuraiyur on 27-08-2018.
- 93. Vanitha.S,** presented a paper on “Government Policy and Foreign Portfolio Investment Challenges in Indian Stock Market: A Scientific Approach”, National Conference on Recent Trends in Commerce and Management, organized by Department of Commerce (Shift II) St.Joseph’s College(Autonomous) Tiruchirappalli on 30th of November 2018.
- 94. Vanitha.S,** presented a paper on “An Empirical Analysis of the Information Flows Between Non Deliverable Forward and Spot Market of CNY/INR-USD in The Asian Currency Market”, Two Day International Conference on Implications of Commerce in the Globalised Business Scenario (ICGBS’18), Organized by Department of Commerce, Sri Sarada College for Women (Autonomous), Salem, on 13-14, December 2018.
- 95. Vanitha.S,** presented a paper on “Innovations in Indian Banking Sectors”, International Conference on Innovations in E-Commerce, Information Technology, Banking and Marketing-IEIBM-2019, organized by PG & Research Department of Commerce, AVS College of Arts and Science, Salem – 106 on 3rd of January 2019.
- 96. Vanitha.S,** presented a paper on “Impact of Volatility on the Stock Indices of the SAARC Nations with Reference to Global Financial Crisis”, Financial Markets: Issues and

Challenges(FIMIC-2019) organized by Department of Commerce and Financial Studies, School of Business Studies, Bharathidasan University, Tiruchirappalli-24 and Smart Journal of Business Management Studies on 12th and 13th January 2019.

- 97. Vanitha.S,** presented a paper on “Customer Attitudes towards Avon Product of Direct Marketing with Reference to Tiruchirappalli City”, International Conference on New Horizon of business in the Changing Global Environment organized by Post Graduate Department of Commerce, Jamal Mohamed College(Autonomous) Tiruchirappalli on 23rd January 2019.
- 98. Vanitha.S,** presented a paper on “Role of Paradigm Shift in Consumer Culture on Marketing Sector”, Paradigm Shift in Consumer Culture – An E-Revolution in India”, organized by Department of Commerce (Professional Accounting) and Department of Commerce (Accounting & Finance), Hindustan College of Arts and Science, Coimbatore on 1st March 2019.
- 99. Vanitha.S,** acted as Chairperson for the National Conference on “Role of Paradigm Shift in Consumer Culture on Marketing Sector”, Paradigm Shift in Consumer Culture – An E-Revolution in India” organized by Department of Commerce (Professional Accounting) and Department of Commerce (Accounting & Finance), Hindustan College of Arts and Science, Coimbatore on 1st March 2019.
- 100. Vanitha.S,** delivered a lecture on “Magalir Membadu Matrum Vizhipunarvu”, in the NSS Special Camping activities organized by Bharathidasan University Constituent Arts and Science College, Inamkulathur, Srirangam, on 10th March, 2019.
- 101. Vanitha.S,** presented a paper on “Wealth Management for Women Investors in India”, International Conference on Indian Economy –Strengths and Weaknesses”, organized by Department of Commerce, Aiman College of Arts and Science for Women, Tiruchirappalli-620021, on 7th -8th August 2019.
- 102. Vanitha.S,** presented a paper on “Principles and Practice of Human Resource Management in India”, One Day International Conference on “Recent Trends in Human Resource Management in India” organized by Department of Commerce, Mass College of Arts and Science, Kumbakonam-612 501, on 13th September, 2019.
- 103. Vanitha.S,** presented a paper on “Impact on Wealth Management for Women Investors with Reference to The Indian Context”, International Conference on Emerging Trends in Entrepreneurship for Sustainable Social Development organized by Alagappa Institute of Management, Alagappa University, Karaikudi, on 26th and 27th of September 2019.

- 104. Vanitha.S,** presented a paper on “Impact of Heuristic Factors on Investment Pattern of Individuals in Tamil Nadu” International Seminar on Financial Markets: Issues and Challenges (FIM IC-2020), organized by Department of Commerce and Financial Studies, Bharathidasan University, SMART Journal of Business Management Studies, Tiruchirappalli. on 11th and 12th of January 2020.
- 105. Vanitha.S,** presented a paper on “Impact of Availability Bias and Loss Aversion Bias on Investment Decision Making” Sixteenth International Seminar on Dynamics of Emerging Business Innovation and Trends- Academic Industry Role (DEBIT AIR-2021), organized by Department of Commerce and Financial Studies, Bharathidasan University, SMART Journal of Business Management Studies, Tiruchirappalli. on 29th and 30th of January 2021.
- 106. Vanitha.S,** Participated Awareness Programme on” Intellectual Property Rights”, held at Bharathidasan University on 10th February 2021 organised by Centre for Entrepreneurship and Skill Development Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli and Ministry of MSME, MSME Development Institute, Chennai.
- 107. Vanitha.S,** Participated International Conference on “Women Writers & Researchers Cramp” organized by the Puducherry Academic Researchers Academy(PARA) held at Atithi Hotel, Puducherry on 7th March 2021.
- 108. Vanitha.S,** presented a paper on “Impact of Availability and Loss Aversion Bias on Investment Decision Making of Individual Investors”, IIF International Research Conference & Award Summit 2021, organized by Indian Institute of Finance, Nodia, NCR Delhi, India, on November 27-28, 2021 to December 01-2nd 2021.
- 109. Vanitha.S,** participated in the Faculty Development Programme on “Financial Markets”, jointly organised by NSE Academy and Department of Commerce, Bharathidasan University, at the University, on December 1, 2021.
- 110. Vanitha.S,** presented a paper on “Socio-Cultural Factors Influencing Livestock Investment Decisions Among Smallholder Farmers with reference of Trichy District”, Seventeenth Annual International Seminar (Webinar) on Dynamics of Emerging and Trends- Academia Industry Role (DEBIT AIR- 2022) organized by Department of Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620015, on 7th and 8th of January 2022.
- 111. Vanitha.S,** presented a paper on “The Impact of Covid-19 on Carbon Emissions in India”, The Second National Conference on Business Management and Analytics, organized by Department of Management Studies, National Institute of Technology, Tiruchirappalli-620015, on 28th and 29th of January 2022.

- 112. Vanitha.S,** presented a paper on “Artificial Intelligence in Capital Market – A Study of Influences of Digital Investment Platforms on Retail Individual Investors in India”, Two Day National Seminar on Global Ecological Crisis, Covid Pandemic Issues and Rehabilitation Measures through Knowledge Management Approaches for Inclusive Sustainable Development, Sponsored by Indian Council of Social Science Research (ICSSR), New Delhi, and Organized by PG and Research Department of Commerce, St. Joseph’s College (Autonomous), Tiruchirappalli-620 002, on 14th and 15th of February 2022.
- 113. Vanitha.S,** presented a paper on “The Carbon Emission reduction through Digital transformation at Global level in Oil and Gas Companies”, Two Day International Conference on Recent Trends on Digital Transformation in Commerce, Organised by Department of Commerce, Periyar Maniammai Institute of Science & Technology (Deemed to be University), Vallam, Thanjavur, Tamil Nadu on 18th & 19th March 2022.
- 114. Vanitha.S,** presented a paper on “A Study on Indian Higher Education during the Impact of Covid-19”, Two Day National Conference on Impact of Social Media on Teaching and Learning Process of Higher Education in Tamil Nadu, Sponsored by TANSICHE, and Organised by P.G and Research Department of Commerce, Government Arts and Science College, Kumulur, Lalgudi, Tamil Nadu-621712, on 21st and 22nd of April 2022.
- 115. Vanitha.S,** presented a paper on “Artificial Intelligence in Education: Challenges and Opportunities for Educators and Learners”, Two Day National Conference on Impact of Social Media on Teaching and Learning Process of Higher Education in Tamil Nadu, Sponsored by TANSICHE, and Organised by P.G and Research Department of Commerce, Government Arts and Science College, Kumulur, Lalgudi, Tamil Nadu-621712, on 21st and 22nd of April 2022.
- 116. Vanitha.S,** presented a paper on “Impact of Higher Education Teaching and Learning Practices on Social Media inclusion during Covid-19”, Two Day National Conference on Impact of Social Media on Teaching and Learning Process of Higher Education in Tamil Nadu, Sponsored by TANSICHE, and Organised by P.G and Research Department of Commerce, Government Arts and Science College, Kumulur, Lalgudi, Tamil Nadu-621712, on 21st and 22nd of April 2022.
- 117. Vanitha.S,** presented a paper on “The Growth of Ed. Tech Start-ups to India”, Two Day National Conference on Impact of Social Media on Teaching and Learning Process of Higher Education in Tamil Nadu, Sponsored by TANSICHE, and Organised by P.G and Research Department of Commerce, Government Arts and Science College, Kumulur, Lalgudi, Tamil Nadu-621712, on 21st and 22nd of April 2022.
- 118. Vanitha.S,** presented a paper on “Impact of Foreign Institutional Investors (FIIs) on Indian Capital Market with reference to BSE 30 Indices”, International Conference on Emerging

Business Trends in the Present Pandemic Era, Sponsored by TANSICHE, and Organised by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Tamil Nadu, India and Institute of Business Excellence, Universiti Teknologi MARA, Malaysia, on 22nd and 23rd of April 2022.

119. Vanitha.S, presented a paper on “Global Co2 Emission during the Covid-19 and their Impacts”, International Conference on Emerging Business Trends in the Present Pandemic Era, Sponsored by TANSICHE, and Organised by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Tamil Nadu, India and Institute of Business Excellence, Universiti Teknologi MARA, Malaysia, on 22nd and 23rd of April 2022.

120. Vanitha.S, presented a paper on “Impact of Representativeness and Anchoring bias on Investment Decision Making of Individual Investors”, International Conference on Emerging Business Trends in the Present Pandemic Era, Sponsored by TANSICHE, and Organised by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Tamil Nadu, India and Institute of Business Excellence, Universiti Teknologi MARA, Malaysia, on 22nd and 23rd of April 2022.

121. Vanitha.S, presented a paper on “Indian Start-up Ecosystem: Growth of Unicorns during the Pandemic”, International Conference on Emerging Business Trends in the Present Pandemic Era, Sponsored by TANSICHE, and Organised by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Tamil Nadu, India and Institute of Business Excellence, Universiti Teknologi MARA, Malaysia, on 22nd and 23rd of April 2022.

122. Vanitha.S, presented a paper on “AI Digital Investment Solutions: The case of Discount Brokers in India”, International Conference on Emerging Business Trends in the Present Pandemic Era, Sponsored by TANSICHE, and Organised by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Tamil Nadu, India and Institute of Business Excellence, Universiti Teknologi MARA, Malaysia, on 22nd and 23rd of April 2022.

123. Vanitha.S, presented a paper on “A Study on Influence of FinTech Investment Platforms on Retail Individual Investor in India”, Two Days International Conference on Contemporary Trends and Challenges in FinTech Service in VUCA World (ICCTC FINTECH 2022), Organised by The Department of Corporate Secretaryship, School of Management, Algappa University, in Collaboration with The Institute of Cost Accounts of India, on 5th & 6th May 2022.

124. Vanitha.S, presented a paper entitled, “Impact of CO2 Emission and Population on Economic Growth with Reference to Developed Countries”, in the Two-Day Climate Change Conference (Hybrid Mode)”, organized by the UGC-Scheme for Trans-Disciplinary Research

for India's Developing Economy[STRIDE] in association with Centre for Climate Change Studies, Central University of Tamil Nadu, Tiruvarur on 20th and 21st July 2022.

- 125. Vanitha.S**, participated in the National Librarian's Day Celebrations & One Day National Symposium on "Relevance of Libraries and Higher Education Research", held by Department of Library and Information Science, Bharathidasan University, Tiruchirappalli, Tamil Nadu, on 12th August 2022.
- 126. Vanitha.S**, presented a paper on "Impact of Oil Consumption and CO2 Emissions on Economic Development: Evidence from Indian Sub-Continent Countries", in the International Conference on Sustainable Goals (ICSG 2022) hosted by the Indian Institute of Management Bodh Gaya during 16-09-22 – 17.09.22.
- 127. Vanitha.S**, presented a paper on "Impact of Behavioural Bias on Livestock Investment Decision- Making of Individuals", in the Twentieth AIMS International Conference on Management organized at the Indian Institute of Management Kozhikode during 28.12.2022- 31.12.2022.
- 128. Vanitha.S**, presented a paper on "The Impact of Financial Development on Carbon Emission and Energy Consumption", in the Twentieth AIMS International Conference on Management organized at the Indian Institute of Management Kozhikode during 28.12.2022- 31.12.2022.
- 129. Vanitha.S**, presented a paper on "The Effect of Green Investment on Corporate Behaviour in India", Eighteenth International Seminar(Webinar) on Dynamics of Emerging Business Innovation and Trends- Academic Industry Role (DEBIT AIR-2023), Organised by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Tamil Nadu, India and Institute of Business Excellence, Universiti Teknologi MARA, Malaysia during 06.01.2023-07.01.2023.
- 130. Vanitha.S**, presented a paper on "The Role of International Trade, Carbon Emission and Economic Growth in India" in the XLVI Indian Social Science Congress (Focal theme: 75 Years of Swaraj India) jointly organized by Indian Social Science Academy, Allahabad & Bharathidasan University, Tiruchirappalli" held from 27th January to 31st January, 2023 at Bharathidasan University, Tamil Nadu.
- 131. Vanitha.S**, presented a paper on "Impact of Digital Transactions and Financial Performance of Selected Banks in India" in the XLVI Indian Social Science Congress (Focal theme: 75 Years of Swaraj India) jointly organized by Indian Social Science Academy, Allahabad & Bharathidasan University, Tiruchirappalli" held from 27th January to 31st January, 2023 at Bharathidasan University, Tamil Nadu.

- 132. Vanitha.S**, presented a paper on “The Impact of Wealthtech Investment Platform on Retail Investment in India” in the XLVI Indian Social Science Congress (Focal theme: 75 Years of Swaraj India) jointly organized by Indian Social Science Academy, Allahabad & Bharathidasan University, Tiruchirappalli” held from 27th January to 31st January, 2023 at Bharathidasan University, Tamil Nadu.
- 133. Vanitha.S**, presented a paper on “The Factors Affecting Entrepreneurial Intension Among Students Application of Theory of Planned Behaviour with Innovativeness” in the XLVI Indian Social Science Congress (Focal theme: 75 Years of Swaraj India) jointly organized by Indian Social Science Academy, Allahabad & Bharathidasan University, Tiruchirappalli” held from 27th January to 31st January, 2023 at Bharathidasan University, Tamil Nadu.
- 134. Vanitha.S**, presented a paper on “The Nexus between Carbon Emission and Population on Economic Growth from Developed Countries” in the XLVI Indian Social Science Congress (Focal theme: 75 Years of Swaraj India) jointly organized by Indian Social Science Academy, Allahabad & Bharathidasan University, Tiruchirappalli” held from 27th January to 31st January, 2023 at Bharathidasan University, Tamil Nadu.
- 135. Vanitha.S**, presented a paper on “The Influence of Energy Use, Urbanization and Sustainability Indicator from India”, in the 42nd Annual Conference, Association of Economists of Tamil Nadu(AET) organized by Post Graduate Department of Economics, Arulmigu Palaniandavar College of Arts and Culture, Palani (Dindigul District) held on 25th February 2023.
- 136. Vanitha.S**, presented a paper on “Leveraging Technology for Sustainable Finance: The Role of Wealth Tech in India” in the International Conference on “Innovative Trends in Business Practices for Sustainable Development” held at Dhanalakshmi Srinivasan College of Arts and Science for Women(Autonomous), Perambalur on 02.03.2023 & 03.03.2023.
- 137. Vanitha.S**, presented a paper on “Factors Affecting Sustainable Entrepreneurial Intension Among Students” in the International Conference on “Innovative Trends in Business Practices for Sustainable Development” held at Dhanalakshmi Srinivasan College of Arts and Science for Women(Autonomous), Perambalur on 02.03.2023 & 03.03.2023.
- 138. Vanitha.S**, presented a paper on “Impact of CO2 Emissions and Population on Economic Growth with Reference Developing Countries” in the International Conference on “Innovative Trends in Business Practices for Sustainable Development” held at Dhanalakshmi Srinivasan College of Arts and Science for Women(Autonomous), Perambalur on 02.03.2023 & 03.03.2023.
- 139. Vanitha.S**, presented a paper on “Climate and Behavioural Factors Influencing Among Agrarian Communities” in the International Conference on “Innovative Trends in Business

Practices for Sustainable Development” held at Dhanalakshmi Srinivasan College of Arts and Science for Women(Autonomous), Perambalur on 02.03.2023 & 03.03.2023.

- 140. Vanitha.S**, presented a paper on “The Factors Affecting Entrepreneurial Intention Among Students: Application of Theory Planned Behaviour with Innovativeness” in the Two days National Seminar on ‘Entrepreneurial Bridging: Ideation to Validation’ organized by Post Graduate and Research Department of Commerce and IQAC, Mahatma Gandhi College, Thiruvananthapuram, Kerala on 21st and 22nd February 2023.
- 141. Vanitha.S**, presented a paper on “Artificial Intelligence in Wealth Management: Understanding the Determinants of User’s Wealthtech Continuance Intention” in the International Finance and Accounting Conference (IFAC - 2023), organized by the Indian Institute of Management Jammu on 8th and 9th September 2023.
- 142. Vanitha.S**, presented a paper on “The Impact of Fintech and Digital Finance on Sustainability of Carbon Emission in Mobile Money Economics” in the International Conference on Fintech: Digital Transformation of Financial Services-ICF2023, organized by the Department of Commerce, Bharathiar University, Coimbatore, Tamil Nadu, India, and Sponsored by the Indian Council of Social Science Research(ICSSR), New Delhi on 14.09.2023.
- 143. Vanitha.S**, presented a paper on “Analyzing the Adoption of Wealthtech by Individual Investors for Investment Services” in the International Conference on Fintech: Digital Transformation of Financial Services-ICF2023, organized by the Department of Commerce, Bharathiar University, Coimbatore, Tamil Nadu, India, and Sponsored by the Indian Council of Social Science Research(ICSSR), New Delhi on 14.09.2023.
- 144. Vanitha.S, awarded as Best Paper** on “Analyzing the Adoption of Wealthtech by Individual Investors for Investment Services” in the International Conference on Fintech: Digital Transformation of Financial Services-ICF2023, organized by the Department of Commerce, Bharathiar University, Coimbatore, Tamil Nadu, India, and Sponsored by the Indian Council of Social Science Research(ICSSR), New Delhi on 14th September to 16th September 2023.
- 145. Vanitha.S**, presented a paper on “Factors affecting Fintech Entrepreneurial Intention, Extension of theory of planned Behaviour with Fintech Awareness” in the International Conference on Fintech: Digital Transformation of Financial Services-ICF2023, organized by the Department of Commerce, Bharathiar University, Coimbatore, Tamil Nadu, India, and Sponsored by the Indian Council of Social Science Research(ICSSR), New Delhi on 14.09.2023.

- 146. Vanitha.S**, presented a paper on “Catalysts of Social Change and Innovation: Mediating Role of Self-Efficacy and Social Support on Social Entrepreneurial Intentions” in the ICSSR-NIHSS Sponsored Two-Days International Workshop-cum-Conference on “Women, Social Innovation and Entrepreneurship: Possible Lessons from India and South Africa”, by Central University of Punjab, Bathinda from 27th to 28th September 2023.
- 147. Vanitha.S**, presented a paper on “Catalysts of Successful WealthTech Continuous Usage: The Role of Fit Factors, Usage Experience, and Digital Nudging” in the Two-Day International Conference on “Artificial Intelligence towards Fostering Sustainable Development in Business”, organized by the JAIN (Deemed-to-be University), Center for Management Studies at Bengaluru, India held on 08th to 9th December 2023.
- 148. Vanitha.S**, presented a paper on “Innovators for Good: Exploring the Factors Influencing Social Entrepreneurial Intention” in the Two-Day International Conference on “Artificial Intelligence towards Fostering Sustainable Development in Business”, organized by the JAIN (Deemed-to-be University), Center for Management Studies at Bengaluru, India held on 08th to 9th December 2023.
- 149. Vanitha.S**, presented a paper on “Unleashing Youth Potential: An Investigation into Factors Shaping Entrepreneurial Intentions”, in the International Seminar (Hybrid Mode) on Dynamics of Emerging Business Innovation and Trends- Academia Industry Role (DEBIT AIR-2024), organized by Cauvery College for Women (PG & Research Department of Commerce and Department of Business Administration jointly with Smart Journal of Business Management Studies, Tiruchirappalli held on 06th and 07th January 2024.
- 150. Vanitha.S**, presented a paper on “Impact of Heuristic Behavioural Biases and Socio-Economic Factors on Farming Decision of Farmers”, in the International Seminar (Hybrid Mode) on Dynamics of Emerging Business Innovation and Trends- Academia Industry Role (DEBIT AIR-2024), organized by Cauvery College for Women (PG & Research Department of Commerce and Department of Business Administration jointly with Smart Journal of Business Management Studies, Tiruchirappalli held on 06th and 07th January 2024.
- 151. Vanitha.S**, presented a paper on “Analyzing the Antecedents of user Adoption of AI Mobile Banking Applications: An Indian Perspective”, in the International Seminar (Hybrid Mode) on Dynamics of Emerging Business Innovation and Trends- Academia Industry Role (DEBIT AIR-2024), organized by Cauvery College for Women (PG & Research Department of Commerce and Department of Business Administration jointly with Smart Journal of Business Management Studies, Tiruchirappalli held on 06th and 07th January 2024.
- 152. Vanitha.S**, presented a paper on “The Impact of Renewable Energy Consumption and Carbon Emissions on Economic Growth in OCED Countries”, in the International Seminar (Hybrid

Mode) on Dynamics of Emerging Business Innovation and Trends- Academia Industry Role (DEBIT AIR-2024), organized by Cauvery College for Women (PG & Research Department of Commerce and Department of Business Administration jointly with Smart Journal of Business Management Studies, Tiruchirappalli held on 06th and 07th January 2024.

153. Vanitha.S, presented a paper on “Understanding Users & Behavioural Intention to use Artificial Intelligence for Personal Financial Management: An Innovation Diffusion Theory Approach”, in the International Conference on “Commerce and Management in the Age: Trends, Challenges and Innovations” conducted by the School of Commerce, The American College, Madurai, Tamil Nadu, India on 5 and 6 January, 2024.

154. Vanitha.S, presented a paper on “Fintech Entrepreneurial Aspirations: Integrating Theory of Planned Behaviour and Fintech Awareness”, in the International Conference on “Commerce and Management in the Age: Trends, Challenges and Innovations” conducted by the School of Commerce, The American College, Madurai, Tamil Nadu, India on 5 and 6 January, 2024.

155. Vanitha.S, presented a paper on “The Fintech Frontier: Investigating Fintech Entrepreneurial Intentions in the Light of Fintech Awareness” in the 4th International Conference on Digital Transformation and Sustainable ESG(ICDTSESG-2024), Sponsored under RUSA 2.0 Phase II, organized by Department of Corporate Secretaryship, Faculty of Management, Alagappa University, Karaikudi held on 21st and 22nd March, 2024.

WORKSHOPS PARTICIPATED: 31

1. ICSSR Annual Workshop of Ph.D. Scholars & Guides organized by MIDS Chennai and PSG Arts & Science College, Department of Economics, Coimbatore, from 08.07.2002 to 11.07.2002.
2. Post-Graduate & Research Department of Commerce, Two-Day Workshop on Research in Commerce, Jamal Mohamed College, Tiruchirappalli, Tamil Nadu, 29th & 30th November 2003.
3. Department of Geography, Bharathidasan University, Tiruchirappalli, Statistical Applications in Geography Using SPSS Package, November, 28.2003.

4. NCFM, NSE's Certification in Financial Markets (NSE's), Faculty Training Workshop in Financial Markets, Mumbai, organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli- 620 024, from 7th and 8th November, 2008.
5. University Library, Bharathidasan University, Tiruchirappalli, National Workshop on "Scholarly Information Access", held on 23rd and 25th October, 2009.
6. One day Workshop on "Investors' Awareness on Current Capital Market Scenario", organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli- 620 024, 3rd April, 2010.
7. Two day National Workshop on "Art of Writing Research Article in Commerce and Management", Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli and SMART Journal of Business Management Studies, Tamil Nadu, October, 23rd & 24th 2010.
8. Three day UGC Sponsored Short Term Course /Workshop on "Empowering the Research Scholar of Business Studies", Organized by UGC-Academic Staff College, Bharathidasan University, Tiruchirappalli, Tamil Nadu, December, 26th & 28th , 2011.
9. Three Days Haselfre Pact Workshop on "Quality and Value Education", Organized by Department of Library and Information Science and Department of Education, CDE, Bharathidasan University, Tiruchirappalli and April 23rd to 25th 2012.
10. Day Long International Workshop on "Effective Teaching in Finance", Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Shrimathi Indira Gandhi College, Department of Management Studies, Tiruchirappalli and SMART Journal of Business Management Studies, Tamil Nadu, May, 19th 2012.
11. Second International Workshop on "Effective Teaching of Finance", organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Tamilnadu and SMART Journal of Business Management Studies and SAM Houston State University, USA. From 27 and 28 July 2013.
12. Six Day National Workshop on "Application of Financial Econometrics", Organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli and SMART Journal of Business Management Studies, Tamil Nadu, October, 10rd to 15th , 2013.
13. Workshop on "Quality Research Report Writing" organized by Curriculum Development Cell, Bharathidasan University, Tiruchirappalli, held on 28th February 2014.

14. National Workshop on “Resources and Technologies for scholarly Information” organized by Department of Library and Information Science, Bharathidasan University, Tiruchirappalli, held on 12th August, 2014.
15. One day National Workshop on “Emerging Trends in Business Research” organized by Department of Commerce and Financial Studies, Bharathidasan University and SMART Journal of Business Management Studies, Tiruchirappalli, held on 18th April, 2015.
16. International Workshop on “Derivatives and Risk Management” organized by PG and Research Department of Commerce, Cauvery College for Women, Trichy in association with SMART Journal of Business Management Studies, held on 11th December 2015.
17. International Workshop on “Good Writing and Publication” organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Department of Management Studies & Commerce, Shrimati Indira Gandhi College, Tiruchirappalli and SMART Journal of Business Management Studies held on 29-06-2017 at Shrimati Indira Gandhi College, Tiruchirappalli.
18. Workshop on “Securities Market” organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Bharathidasan School of Management, Bharathidasan University in association with Securities and Exchange Board of India(SEBI),Chennai held on 23-03-2018 at Bharathidasan University, Tiruchirappalli-24.
19. Workshop on “Big Data, Research Data & Libraries” organized by Department of Library and Information Science, Bharathidasan University, Tiruchirappalli, held on 23-03-2018 and 24-03-2018 at Bharathidasan University, Tiruchirappalli-24.
20. Workshop on “Institutional Assessment & Accreditation” organized by UGC-Human Resource Development Centre & Internal Quality Assurance Cell, Bharathidasan University, Tiruchirappalli, Tamil Nadu, held on 12-03-2018 and 13-03-2018 at Human Resource Development Centre, Bharathidasan University, Tiruchirappalli-24.
21. Orientation Workshop on “Swayam” organized by Department of Library and Information Science, UGC-Human Resource Development Centre, Bharathidasan University, Tiruchirappalli, Tamil Nadu, held on 03-05-2018.
22. One Day Seminar cum Workshop on “A Primer on Intellectual Property” organized by IPR Cell, Bharathidasan University, Tiruchirappalli, Tamil Nadu, held on 20-08-2018.

23. Day Long International Workshop on “ The Pathway to Successful Research Agenda” conducted by Department of Commerce and Financial Studies, School of Business Studies, Bharathidasan University in association with SMART Journal of Business Management Studies and Department of General Business and Finance Sam Houston State University, USA at Bharathidasan University, Tiruchirappalli on 14-11-2018.
24. Faculty Development Programme on “Enhancing Learning Outcomes Through Effective Teaching” conducted by Internal Quality Assurance Cell & UGC-Human Resource Development Centre, Bharathidasan University, Tiruchirappalli on 28-11-2018.
25. National Workshop on “World Class Curriculum for Business Finance” conducted by Department of Commerce and Financial Studies, School of Business Studies, Bharathidasan University, Tiruchirappalli, Internal Quality Assurance Cell, Bharathidasan University, Tiruchirappalli, World Class Curriculum Development Cell, Bharathidasan University, Tiruchirappalli on 16-03-2019 and 17-03-2019.
26. A Day Long International Workshop on Responsible Research and Innovation in Article Writing (As a part of 20th year celebrations of the Department), organized by Department of Commerce, Bharathidasan University, Tiruchirappalli and held on 31-05-2019.
27. One Day Workshop on “Global Innovative Research on Finance” conducted by Department of Commerce and Financial Studies, School of Business Studies, Bharathidasan University, Tiruchirappalli, on 07-05-2019.
28. Day Long International Workshop on Innovative Research Publication in Finance, jointly organized by SMART Journal of Business Management Studies, and Department of Management Studies and Department of Commerce, Shrimati Indira Gandhi College, Tiruchirappalli and held on 05-07-2019 at Shrimati Indira Gandhi College, Tiruchirappalli.
29. One Day Faculty Development Programme on “Faculty Development Programme in Securities Markets” jointly organized by National Institute of Securities Markets (NISM) and Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli on 15-02-2020.
30. Participated in the One Day Webinar entitled, “An Invitation to Real Analysis” organised by BECH-RUSA 2.0 & Department of Mathematics, Bharathidasan University, Palkalaiperur, Tiruchirappalli, on 1st June, 2020.
31. Participated in Online Curriculum Workshop on Introducing BBA/MBA Rural Management Curriculum conducted by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli in Collaboration with Mahatma Gandhi National Council of Rural Education (Ministry of Education-DHE-GoI), Hyderabad on 15.12.2020.

Overseas Exposure / Visits

Malaysia, Sri Lanka and Singapore.

Membership in

Professional Bodies

1. Life Member: Indian Commerce Association.
2. Life Member: Association of for Economists of Tamil Nadu.
3. Life Member: Indian Social Science Academy, Uttar Pradesh.

Academic Bodies (such as Board of Studies etc.,)-14

1. Member, Board of Studies in Institute of Chartered Accounts of India, New Delhi, 110 002
2. Member, Board of Studies in the Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-24
3. Member, Board of Studies in Department of Commerce, St. Joseph's College, Tiruchirappalli
4. Member, Board of Studies (Alumni Representative) in Government Women's College, Pudukkottai.
5. Member, Inspection Committee for starting B.Com (CA) Additional Section- I Kalaimagal Arts and Science College, Sembanar Kovil, Nagapattinam District.
6. Member, Inspection Committee to inspect the College premises at Dr.M.Sivakannu Womens Arts and Science College, Ayakkaranpulam, Vedaranyam(T.K), Nagapattinam District.
7. Member, Inspection Committee to Inspect the Bharathi Vidyalaya Arts and Science College, Thirukokarnam, Pudukkottai.
8. Member, Cultural Committee for the cultural events conducted at the International Seminars organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli-620 024.
9. Member, Board of Studies in the Department of Commerce, Holy Cross College, (Autonomous), Tiruchirappalli-620 002.

10. Member, Board of Studies in the Department of Commerce, Sengamala Thayaar Educational Trust Women's College, (Autonomous), Mannargudi-614 016.
11. Member, Board of Studies in the Department of Commerce, Thassim Beevi Abdul Kader College for Women, Kilakarai-623 517.
12. Member, Board of Studies in the Department of Commerce, J.J. College of Arts and Science (Autonomous), Pudukkottai- 622 422.
13. Member, Board of Studies in the Department of Commerce and Professional Accounting, P.S.G College of Arts and Science, Coimbatore-641 014.
14. Member, Board of Studies in the Department of Bank Management, A. Veeriya Vandayar Memorial Sri Pushpam College(Autonomous), Poondi-613 503.
15. Member, Board of Studies in the Department of Business Administration, Dhanalakshmi Srinivasan College of Arts and Science for Women(Autonomous), Perambalur-621 212.
16. Member, Board of Studies in the Department of Commerce, Commerce CA, Edayathangudy G.S. Pillay Arts & Science College (Autonomous), Nagapattinam – 611 002.

Resource persons in various capacities

Number of Invited / Special Lectures delivered: 10

1. Delivered a lecture on “Soft Skill Development Programme and Women Sanitation and Hygiene” in the NSS Special Camping activities organized by Bharathidasan University Constituent Arts & Science College, Inamkulathur, Srirangam,06th March, 2013.
2. Delivered a Special Lecturer on “Skills Development and Women Health and Hygiene”, NSS, Camp, Bharathidasan University Constituent Arts and Science College, Enamkulathur, Tiruchirappalli March, 22nd,2014.
3. Resource person and delivered lecture in the panel discussion on ‘Demystifying GST’ held on 22nd December 2017 organized by the Department of Management Studies, Periyar Maniammai Institute of Science and Technology, Vallam,Thanjavur.
4. Delivered a Special Lecturer on “Employment Opportunities, Women Empowerment and its Awareness”, NSS, Camp, Bharathidasan University Constituent Arts and Science College, Navalurkuttapattu, Srirangam, Tiruchirappalli March, 29th,2018.
5. Delivered a lecture on “Make a Career Development”, Inauguration of Commerce and Business Administration Association organized by Department of Commerce and Business Administration, Imayam Arts & Science College, Kannanur, Thuraiyur on 27-08-2018.

6. Resource person for the International Conference on Innovations in E-Commerce, Information Technology, Banking and Marketing-IEIBM-2019, organized by PG & Research Department of Commerce, AVS College of Arts and Science, Salem – 106 on 3rd of January 2019. And presented a paper on “Innovations in Indian Banking Sectors”.
7. Delivered lecture through Google Meet on “Impact of COVID-19 on Financial Reforms in India, Six Days Faculty Development Programme on Post Pandemic Panorama of Indian Economy, Department of Commerce, Periyar University PG Extension Centre, Dharmapuri, on 10.06.2020.
8. Delivered lecture through Google Meet on “COVID-19 Impact on Financial Sector in India – PRE and POST ERA”, Seven Days Faculty Development Programme on Contemporary Trends in Management, Karpagam Academy of Higher Education, Department of Management, Coimbatore, 24.08.2020.
9. Acted as Resource Person for Online Guest Lecture titled, “Ethics for Entrepreneurs”, on 29th November 2021 Organised by Department of Management Studies, SRM Valliammai Engineering College, Kattankulathur, Chengalpattu District, Tamil Nadu.
10. Acted as Resource Person and Delivered the Special Lecture on the topic,” A World of E-Commerce”, on 09.04.2022 Organised by Department of Commerce, MIT College of Arts and Science for Women, Musiri, Trichy District.
11. Delivered a special address on the topic, “Preparation of Project Reports” on 23.12.2022 Organised by Department of Commerce, V.V. Vanniaperumal College for Women, Virudhunagar.
12. Delivered a lecture on “Impact of Logistics Techniques on Fishery Marketing” organized by PG and Research Department of Commerce, Saraswathi Narayanan College, Madurai on 08.12.2023.

Recent Publications = Total 66

1. Selvam.M, Rajagopalan.V, **Vanitha.S** and Babu.M. “Indian Commerce/Management Education: SWOT Analysis”, Indian Commerce Bulletin (A Journal of Research on Business Studies), Vol-VI, No.2, Dec 2002. Pp.44-49. (ISSN 0972-6187).
2. Selvam.M. Rajagobalan.V. **Vanitha.S.** and Babu.M. “Equity Culture in Indian Capital Market”, Sajosps, July-Dec 2003, pp.66-68.
3. Selvam.M. Babu.M. and **Vanitha.S.** “Development of Indian Stock Exchanges in the WTO Era”, Peninsular Economist, Vol.XV, No.1, 2002-2003, pp. 232-234.

4. Selvam.M. **Vanitha.S.** and Babu.M. “A study on financial health of cement industry- “Z” score analysis”, *The Management Accountant*, Vol. 39, No.7, July 2004, pp. 103-106.
5. Selvam.M. **Vanitha.S.** and Babu.M. “Equity Investment by Foreign Institutional Investors (FIIs) in the Capital Market”, *Sajosps*, Dec 2004. Vol.5, No.1, pp 57-60.
6. Selvam.M. and **Vanitha.S.** “Corporate Environmental Accounting & Reporting Challenges”, *Peninsular Economist, Environmental Management Health Sector Subaltern Studies Thirunelveli Region, Journal of The Association of Economists of Tamil Nadu*, Vol.XVI, and No.1, 2003-2004, pp.112-116.
7. Selvam.M., **Vanitha.S.** and Babu.M. “Mergers and Acquisitions of Indian Companies: Issues & Concerns”, *The Management Accountant*, December 2004, Vol. 39, No.12, pp. 949-951.
8. Selvam. M. Babu.M and **Vanitha.S.**, “Private Placement: A Silent Revolution in the Indian Debt Market”, *SMART Journal of Business Management Studies*, Vol.1, No.1, January- June 2005, pp. 57-63.
9. Selvam.M, Babu.M. and **Vanitha.S.**, “Case Study Method of Teaching”, *The Journal of Business Studies*, July 2005, Vol.2, No.4, pp.12-15.
10. Selvam.M., **Vanitha.S.** and Babu.M, “Mergers and Acquisitions in the Banking Industry: An Evaluation”, *The Management Accountant*, October 2005, Vol.40, No.10, pp.771-777.
11. Selvam.M., **Vanitha.S.** and Raja.M, “Share Price Reaction to Mergers and Acquisitions- A Study on ICICI Bank”, *Journal of Management Research*, June- April ,2006, Vol.1, No.2, pp.27-32.
12. **Vanitha.S.**, and Selvam.M, “Financial Performance of Manufacturing Companies During Pre and Post Merger”, *International Research Journal of Finance and Economics*, November Issue- 12, 2007, pp. 7-35. (International Foreign Journal) (ISSN 1450-2887).
13. Selvam.M.,**Vanitha.S.**, Gayathri.J., Beenet.E., and Nageswari.P., “The determinants of shareholders’ wealth of acquiring firms in India”, *Journal of Modern Accounting and Auditing*,

David Publishing Company, USA, Vol.6,No.1, Serial Number- 56, January 2010, pp. 46-54.(International Foreign Journal) (ISSN 1548-6583).

14. Bennet.E., Selvam.M., Eva Ebenezer., and **Vanitha.S**, Karpagam.V., “Investors’ Attitude on Stock Selection Decision”, International Journal of Management & Business Studies,Vol.1, Issue.2, June-2011, pp.7 to 15. (ISSN 2330-9519 (Online)/ ISSN 2331-2463(Print))
15. **Vanitha.S**, Arul Mangai.K, and Srinivasan.P, “Performance Evaluation of Monthly Returns of Open Ended Equity Growth Mutual Funds in India”, SMART Journal of Business Management Studies, Vol.7, No.2, July- December 2011, pp. 88-98. (ISSN 0973-1598)
16. **Vanitha.S**, Srinivasan.P, and Karpagam.K, “Stock Market Development of BRIC Countries: Integration with Global Financial Markets”, The Indian Journal of Commerce, Vol.64, No.4, October- December 2011, pp. 1-6. (ISSN 0619-512X)
17. **Vanitha.S**, and Vasanthi.S, “Seasonalities in Monthly Stock Returns: Evidence From Indian National Stock Exchange (NSE)”, Indian Economic Panorama (A Quarterly Journal of Agriculture, Industry, Trade and Commerce-RNI Regd.No: 55727/91),New Delhi, Vol.21, No.4, January 2012, pp. 23-26.
18. Rajesh Ramkumar.R., Selvam.M, **Vanitha.S**, Gayathri.J, and Karpagam.V, “An Analysis of Market Efficiency in Sectoral Indices: A Study a Special Reference to Bombay Stock Exchange in India”, European Journal of Scientific Research, Volume.2, Issue.2, January,2012, pp. 290-297. (International Foreign Journal) (ISSN 1450-216X).
19. **Vanitha.S**, and Selvam.M., “The Effect of Mergers and Acquisitions on Shareholders’ Wealth- An Empirical Analysis”, International Journal of Research in Commerce, Economics & Management, Volume.2, Issue.2, e.2, February, 2012, pp. 59-69. (International Foreign Journal) (ISSN 2231-4245).
20. **Vanitha.S**, “Mergers and Acquisitions in the Manufacturing Sector: An Evaluation Study”, Finance India, Volume.XXVI, No.1, March, 2012, pp. 257-260. (ISSN 0970-3772).
21. **Vanitha.S**, Arul Mangai.K, and Srinivasan.P, “Relationship between Macroeconomic Variables and Indian Stock Market Returns with Reference to BSE and NSE”, Journal of Empirical Research in Management (JERM), Vol.1, No.1, 2012, pp. 09-14. (ISSN 2249-1864).
22. **Vanitha.S**, Arul Mangai.K, and Srinivasan.P, “Aggregate Economic Variable and Indian Stock Market”, South Asian Journal of Socio-Political Studies, Vol.XIII, No.1, July-December 2012, pp. 84-91. (ISSN 0972-4613).

23. **Vanitha.S.**, Nageswari.P, and Srinivasan.P. “Impact of Reserve Repo Rate and Cash Reserve Ratio in National Stock Exchange (NSE) CNX Bank Index”, *International Journal of Management and Business Studies*, Vol.3(1), January -2013, pp.072 to 081. (ISSN 2167-0439).
24. Nageswari.P, Selvam.M., **Vanitha.S.**, and Babu.M. “An Empirical Analysis of January Anomaly in the Indian Stock Market, *International Journal of Accounting and Financial Management Research*, Vol.3, Issue.1, March-2013, pp.177 to 186. (ISSN 2249-6882).
25. **Vanitha.S.** and Srinivasan.P. “Stock Market Development of BRIC and Their Integration with Global Financial Markets”, *Finance India*, Vol. XXVIII, No.1, March 2014, pp.141-156. (ISSN 0970-3772).
26. Baranidharan.S. and **Vanitha.S.** “The Effects of Macroeconomic Variables on CNX Bankex Returns: Evidence from Indian Stock Market”, *International Journal of Management & Business Studies*, Vol.4, Issue. 2, April- June 2014, pp. 67 to 71. (ISSN:2230-9519-Online/ISSN:2231-2463-Print).
27. Baranidharan.S. and **Vanitha.S.** “The Effects of Macroeconomic Variables on BSE Oil Stock Returns”, *The Refereed International Journal of Holy Grace Academy of Management Studies*, Vol.6, No.1, September 2014, pp. 147 to 151. (ISSN 0975-3427).
28. Sutha.M. and **Vanitha.S.** “Co-Movement between Stock Market Indices and Exchange Rates”, *Research Explorer, Indian Academic Researchers Association*, Vol. III, Issue.9, July-December 2014, pp.148-152. (ISSN 2349-1647 (Online)/ ISSN 2250-1940 (Print)).
29. Baranidharan.S. and **Vanitha.S.** “Cointegration and Causality of Macroeconomic Variables towards BSE Sensex Returns”, *Asian Research Consortium: Asian Journal of Research in Business Economic and Management*, Vol.4, No.12, December 2014, pp. 41-54. (ISSN 2249-7307).
30. Baranidharan.S. and **Vanitha.S.** “Financial Sources of Social Entrepreneurs in India”, *International Journal of Research & Business Innovation (IJRBD)- Steering Excellence of Research Knowledge (Special Issue)*, Vol.3, No.6, February 2015, pp. 125-129. (ISSN 2321-5615).
31. Baranidharan.S. and **Vanitha.S.** “Dynamic Effects of Macroeconomic Variables on CNX Bank’s Return Using ARDL Model”, *International Journal of Accounting and Business Financial (IJABF)*, Vol.1, Issue.1, January – June 2015, pp. 75-85. (ISSN 2448-9875 (Online)/ISSN 2448-9867(Print).
32. Baranidharan.S. and **Vanitha.S.** “The impact of Macroeconomic Variables on Indian Stock Market Using Factor Analysis Approach”, *IPE Journal of Management*, Vol. 5, No. 2, July-December 2015, pp. 38-56. ISSN: 2249- 9040.

33. Baranidharan.S. and **Vanitha.S.** “The Dynamic Effects of Macroeconomic Variables on BSE Auto Return Using ARDL Model”, International Journal of Business Intelligence & Innovations, Special Volume, Issue.4, March – 2016, pp. 389-398. ISSN 2348-4705(Print).
34. Kavipriya.U and **Vanitha.S.** “An Empirical Analysis of the Interrelation between Spot Market and Non-Deliverable Forward of USD\INR in Asian Currency Futures Market”, International Journal of Business Intelligence & Innovations, Special Volume, Issue.4, March – 2016, pp. 419-423. ISSN 2348-4705(Print).
35. Baranidharan.S. and **Vanitha.S.** “The Effect of Macroeconomic and Financial Related Variables on Stock Market Capitalization of Global Growth Generator Countries”, The Journal of Contemporary Management Research, Vol. 10, Issue 1, March 2016, pp. 1-27. ISSN: 0973-8266 (Online and print).
36. Sutha.S. and **Vanitha.S.** “Impact of International Equity Market and Exchange Rates on Indian Equity Market”, IPE Journal of Management, Vol. 6, No. 1, January- June 2016, pp. 105-117. ISSN: 2249- 9040.
37. **Vanitha.S** and Kavipriya.U “An Empirical Analysis of Information Flows between Non Deliverable Forward and Spot Market of PHP/KRW – USD in Asian Currency Market”, International Journal of Advance Scientific Research and Development, Vol. 3, Special Issue September 2016, pp. 122-132. (Print-ISSN: 2394-8906. Online-ISSN: 2395-6089).
38. Baranidharan.S, **Vanitha.S.**, and Kavipriya.U. “The Dynamic Impact of Macroeconomic Variables on BSE Sensex Returns Using VAR Analysis”, International Research Journal of Finance and Economics. Issue. 154, October 2016, pp. 125-140. (Online/ Print ISSN: 1450-2887).
39. Baranidharan.S. and **Vanitha.S.** “The Long Run and Short Run Relationship between Macroeconomic Variables and BSE Sensex Returns using ARDL Model”, Journal of Financial Services and Management. July-September, 2016, Vol.7, Issue.3, pp. 21-34. (Print-ISSN: 0976-1632).
40. **Vanitha.S.** and Priyanga, “An Examination of Stock Price Reaction of BSE Greenex Listed Companies in India”, Finance India. March 2017, Vol.XXXI, No.1, Issue.3, pp. 259-278. (Print-ISSN: 0970-3772).
41. **Vanitha.S.** and M.Deivanai, “Capital Structure and its Determinants of the Automobile Companies in India: An Empirical Analysis”, Shanlax International Journal of Commerce. September 2017, Vol.5, , Issue.2, pp. 128-134. (Print-ISSN:2320-4168). UGC Approved Journal No:44120. Impact Factor: 3.017.
42. M.Deivanai and **Vanitha.S.**, “Impact of NPA’s in Public and Private Sector Banks in India” Shanlax International Journal of Commerce. August 2017, Vol.5, , Issue.1, pp. 49-62. (Print-ISSN:2320-4168) UGC Approved Journal No:44120. Impact Factor: 3.017.

43. **Vanitha.S** and M.Deivanai, “ Impact of Demonetization on the Indices of bombay Stock Exchange in India” TRANS Asian Journal of Marketing & Management Research(TAJMMR). January 2018, Vol.7, Issue.1, pp. 18-28. (Print-ISSN:2279-0667) UGC Approved Journal No:45104. Impact Factor: 4.289.
44. Deivanai.M and **Vanitha.S**, “Impact of Contagion Effect on Indian Stock Market and Chinese Stock Market” Research Explorer. February 2018, Vol.6, Issue.16, pp. 370-378. (ISSN:2250-1940(Print) 26349-1647(Online)) UGC Approved Journal No:63185. Impact Factor: IRJIF – 2.014, JIF – 1.85, RIF – 1.056, JQF – 0.70, GIF – 0.398
45. Deivanai.M and **Vanitha.S**, “Implementation of Corporate Governance and its Impact on Indian companies in present scenario” Emperor International Journal of Finance and Management Research (EIJFMR), Volume – IV Special Issue – III, March – 2018, Pp – 244 to 252, UGC Listed Journal No. 45308, ISSN No:23955929, Mayas Publication, New Delhi, Impact Factor: IFS:1.14, SJIF-2016-3.343, SJIF-2017-4.253, ISI-0.67.
46. Srinivasan.P and **Vanitha.S**, “Social Development and inclusive Growth of Pradhan Mantri schemes with reference to Tiruchirappalli District” Emperor International Journal of Finance and Management Research (EIJFMR), Volume – IV, Special Issue – III, March – 2018, ISSN No:23955929, Pp – 134 to 144, UGC Listed Journal No. 45308, Mayas Publication, New Delhi, Impact Factor: IFS:1.14, SJIF-2016-3.343, SJIF-2017-4.253, ISI-0.67.
47. **Vanitha.S**, M.Deivanai and Srinivasan.P , “A Study on the Impact of Economic Problems on the Mental Health of the Students” Shanlax International Journal of Arts, Science and Humanities, Tamil Nadu,Volume – V Special Issue – III, March – 2018,Pp – 108 to 110, UGC Listed Journal No. 43960, ISSN No:2321-788X, Impact Factor: 2.114.
48. Deivanai. M. and **Vanitha.S**, “The Impact of Financial Contagion on Emerging Asian Stock Markets With Special Reference to Global Financial Crisis ” Journal of Management(JOM) Volume – V Issue – IV, July - August 2018,Pp – 203 to 213,Article ID: JOM_05_04_021 UGC Listed Journal No. 48565, ISSN Print:2347-3940, ISSN Online: 2347-3959, Impact Factor(2016): 2.4352(Calculated by GISI).
49. Srinivasan.P and **Vanitha.S**, “Social Awareness of Pradhan Mantri Schemes with Reference to Tiruchirappalli District” Journal of Management(JOM), Volume – V Issue – IV, July - August 2018, Pp – 222 to 228, Article ID: JOM_05_04_023 UGC Listed Journal No. 48565, ISSN Print:2347-3940, ISSN Online: 2347-3959, Impact Factor (2016): 2.4352(Calculated by GISI).
50. **Vanitha.S**, “Government Policy and Foreign Portfolio Investment Challenges with Reference to Indian Stock Market”, International Journal of Management Studies (IJMS), Vol-V, Issue-4(7), October 2018, Pp-100 to 113, UGC Listed Journal No. 44925, ISSN (Print) 2249-0302.ISSN (Online) 2231-2528, Impact Factor (IBI): 2.26.
51. Vanitha.S, Reshma.M and Deivanai.M, “An Empirical Analysis of the Information Flows Between Non Deliverable Forward and Spot Market of CNY/INR-USD in The Asian Currency

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71. Abin John, **Vanitha. S**, and Muhammed Jisham, “The Fintech frontier: Investigating fintech entrepreneurial intentions in the light of fintech awareness”, *Theoretical and Applied*

List of Chair Person for *the Parallel Paper Presentation Session* = Total 03

1. **Vanitha.S**, acted as a Chair Person for the Parallel paper Presentation Session on “Seventeenth Annual International Seminar (Webinar) on Dynamics of Emerging Business Innovation and Trends-Academic Industry Role (DEBIT)”, and Organised by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Tamil Nadu, India and Institute of Business Excellence, Universiti Teknologi MARA, Malaysia and SMART Journal of Business Management Studies on 7th and 8th of January 2022.
2. **Vanitha.S**, acted as a Chair Person for the Parallel paper presentation session on “International Conference on Emerging Business Trends in the Present Pandemic Era”, sponsored by TANSCHÉ and Organised by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Tamil Nadu, India and Institute of Business Excellence, Universiti Teknologi MARA, Malaysia on 23rd and 24th of April 2022.
3. **Vanitha.S**, acted as a Chair Person of the Commerce Research Committee in the XLVI Indian Social Science Congress (Focal theme: 75 Years of Swaraj India) jointly organized by Indian Social Science Academy, Allahabad & Bharathidasan University, Tiruchirappalli” held from 27th January to 31st January, 2023 at Bharathidasan University, Tamil Nadu.

List of Awards Received = Total 03

1. **Dr.S.Vanitha**, Women Professor Award, Puducherry Academic Research Academy (A Unit of Benevolent Trust), PARA Women Awards Ceremony 2021, Puducherry.
2. **Dr.S.Vanitha**, Nartamil Asan Award – 2021, Tamil Sangam, Kulithalai.
3. **Dr.S.Vanitha**, IIF – Research Scholar Award – 2021, Indian Institute of Finance, Greater Noida, Utter Pradesh (National)

Patents Publications= Total 02

1. **Dr.S.Vanitha**, Ms. N.Thangaiyarkarasi, Dr.P.Srinivasan and Ms.C.Bhuvaneshwari, “The Impact of Financial Development on Decarbonisation Factors of Carbon Emissions: A Global

Perspective”, Official Journal of the Patent Office, Patent Application Publication, Application No: 202341034423 A, The Patent Office Journal No: 33/2023, Dated: 18/08/2023, pp:53963.

2. **Dr.S.Vanitha**, Ms.C.Bhuvaneshwari, Dr.P.Srinivasan, Mr.C.Kalaiyaran and Ms. N.Thangaiyarkarasi, “Impact of Availability and Loss Aversion Bias on Investment Decision Making of Individual Investors in Tamil Nadu”, Official Journal of the Patent Office, Patent Application Publication, Application No: 202341034423 A, The Patent Office Journal No: 33/2023, Dated: 18/08/2023, pp: 53985.