

Guest Editorial Board

Chief Editor

Dr. I. Benjamin Prabahar,
Assistant Professor, Department of Commerce with Computer Applications,
Arul Anandar College (Autonomous), Karumathur -625514.
Madurai (District), Tamil Nadu, India.
Expertise: Leadership, Entrepreneurship and Management

Co- Chief Editors

Dr. K. Ramya,
Assistant Professor and Head, Department of Commerce with Computer Applications,
Arul Anandar College (Autonomous), Karumathur -625514.
Madurai (District), Tamil Nadu, India.
Expertise: Management, Accounting and Finance

Mr. A. Stephen Jeyaraj
Assistant Professor and Head, Department of Commerce,
Arul Anandar College (Autonomous),
Karumathur -625514. Madurai (District), Tamil Nadu, India.
Expertise: Management, Accounting and Finance

Executive Editors

Dr. R. Sarulatha
Assistant Professor, Department of Commerce with Computer Applications,
Arul Anandar College (Autonomous), Karumathur -625514.
Madurai (District), Tamil Nadu, India.
Expertise: Accounting and Finance

Mr. S. Michael Naveen Kumar
Assistant Professor, Department of Commerce,
Arul Anandar College (Autonomous), Karumathur -625514.
Madurai (District), Tamil Nadu, India.
Expertise: Auditing and Corporate Laws

Editors

Dr. S. Rajeswari

Assistant Professor, Department of Commerce with Computer Applications,
Arul Anandar College (Autonomous), Karumathur -625514.
Madurai (District), Tamil Nadu, India.

Expertise: Management, Accounting and Finance

Ms. M. Virgin Arockia Mary,

Assistant Professor and Vice Principal (Shift – II),
Department Of Commerce with Computer Applications,
Arul Anandar College (Autonomous), Karumathur -625514.
Madurai (District), Tamil Nadu, India.

Expertise: E-Commerce and Computer Applications

Dr. A. Shakila

Assistant Professor of Mathematics, Department of Commerce with Computer Applications,
Arul Anandar College (Autonomous), Karumathur -625514.
Madurai (District), Tamil Nadu, India.

Expertise: Operation Research, Business Mathematics and Statistics.

Ms. M. Kumutha Priya

Assistant Professor, Department of Commerce with Computer Applications,
Arul Anandar College (Autonomous), Karumathur -625514.
Madurai (District), Tamil Nadu, India.

Expertise: Entrepreneurship, Accounting and Finance

Dr. K. V. Lige

Assistant Professor, Department of Commerce,
Arul Anandar College (Autonomous), Karumathur -625514.
Madurai (District), Tamil Nadu, India.

Expertise: Management, Accounting and Finance

Ms. P. Kavya

Assistant Professor, Department of Commerce,
Arul Anandar College (Autonomous), Karumathur -625514.
Madurai (District), Tamil Nadu, India.

Expertise: E-Commerce, Management, Accounting and Finance

Mr. S. Antony Xavier

Assistant Professor, Department of Commerce with Computer Applications,
Arul Anandar College (Autonomous), Karumathur -625514.

Madurai (District), Tamil Nadu, India.

Expertise: E-Commerce, Accounting and Finance

Mr. S. R. Navaneetha Krishnan

Assistant Professor, Department of Commerce with Computer Applications,
Arul Anandar College (Autonomous), Karumathur -625514.

Madurai (District), Tamil Nadu, India.

Expertise: E-Commerce and Computer Applications

Mr. M. Aravind

Assistant Professor, Department of Commerce with Computer Applications,
Arul Anandar College (Autonomous), Karumathur -625514.

Madurai (District), Tamil Nadu, India.

Expertise: Business Statistics, E-Commerce and Finance

International Reviewer's

Dr. Sahaya Vijay Jeyaraj,

Post-Doctoral Researcher, CSRS Biofunctional Catalyst Research Team, Riken National
Research Institute, Wakoshi, Saitama 351-0106, Japan.

Expertise: Python and Machine Learning

Dr. Mathew Maurice John,

Doctor of Business Administration, Catholic University of Murcia,
Av. De Los Jeronimos, 135, 30107, Guadalupe, Murcia, Spain.

Expertise: Management, Entrepreneurship and Branding

National Reviewer's

Mr. P. Gnana Sekar,

Assistant Professor of Computer Applications,

Chhatrapati Shivaji Maharaj University,

Panvel, Navi Mumbai, Maharashtra – 410206.

Expertise: Python and Machine Learning

Dr. G. Manoj,
Associate Professor, Department of Management Studies,
Veltech Rangarajan Dr. Sagunthala R&D Institute of Science And
Technology (Deemed to Be University), Avadi, Chennai, Tamil Nadu.
Expertise: Entrepreneurship, marketing and Management

Dr. P.V. Archana,
Assistant Professor, Post Graduate Department of Management, Lead College (Autonomous),
Palakkad, Dhoni, Kerala - 678009.
Expertise: Leadership, Entrepreneurship and Management

Dr. R. Viswanathan,
Associate Professor, Aarupadai Veedu Institute of Technology,
Vinayaga Mission's Research Foundation, (Deemed to Be University)
Chennai. Tamil Nadu, India
Expertise: Python and Machine Learning

Dr. C. Rekha Francis,
Assistant Professor,
Department of Commerce,
Christ College (Autonomous),
Irinjalakuda, Kerala.
Expertise: Management, Accounting and Finance

Dr. I. V. Dheera,
Assistant Professor,
Department of Commerce,
Christ College (Autonomous),
Irinjalakuda, Kerala.
Expertise: E-Commerce, Management, Accounting and Finance

Dr. S. John Kaviarasu,
Assistant Professor, School of Human Excellence, Loyola College (Autonomous), Affiliated
to University of Madras, Chennai – 34. Tamil Nadu, India.
Expertise: Leadership, Entrepreneurship and Human Resource Management

Dr. J. Rachel Priya,
Assistant Professor, Department of Business Administration, Madras Christian College
(Autonomous), Affiliated to University of Madras, Chennai, Tamil Nadu, India.
Expertise: Entrepreneurship and Human Resource Management

Dr. P. Fathima Nancy Dyana,
Assistant Professor, Department of Commerce (Accounting And Finance), Agurchand
Manmull Jain College, Affiliated to University of Madras, Chennai – 600061, Tamil Nadu,
India.

Expertise: Human Resource Management, Accounting and Finance

Dr. J. Samuel,
Assistant Professor, Department of Commerce (Accounting and Finance),
Loyola College (Autonomous), Chennai -600034, Tamil Nadu, India.
Expertise: Entrepreneurship, Accounting and Finance

Dr. Y. Vijila,
Assistant Professor, Department of Human Resource Management,
St. Joseph's College (Autonomous), Affiliated to Bharathidasan University,
Tiruchirappalli -620 002, Tamil Nadu, India.
Expertise: Strategic Human Resource Management, Counselling and Guidance, Research
Methodology

Dr. S. Prabha Arockia Joans,
Assistant Professor of Commerce,
Holy Cross College (Autonomous), Tiruchirapalli -620002
Expertise: Taxation, Accounting and Finance

Dr. D. Vinoth Kumar,
Assistant Professor, Department of Commerce,
Bishop Heber College (Autonomous), Trichy -620017, Tamil Nadu, India.
Expertise: Human Resource Management and Marketing

Dr. R. Arvinth,
Assistant Professor and Head, Department of Commerce (Bank Management),
National College (Autonomous), Trichy -620001, Tamil Nadu, India.
Expertise: Banking and finance, Human Resource Management and Marketing

Dr. T. Muthukumar,
Assistant Professor, Department of Management Studies, Urumu Dhanalakshmi College,
Affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu, India.
Expertise: Entrepreneurship and Marketing

Dr. N. Maheswari
Assistant Professor and Head,
Department of Commerce with Computer Applications
St. Joseph's College (Autonomous), Tiruchirappalli – 620 002
Expertise: Finance, Human Resource Management and Marketing

Dr. S. Pavithra,
Assistant Professor, Department of Commerce with Computer Applications,
National College (Autonomous), Trichy -620001, Tamil Nadu, India.
Expertise: Financial Technology, Human Resource Management and E-Commerce

Dr. M. Arockia Amali,
Assistant Professor of Commerce,
Auxilium College of Education, Regunathapuram, Pudukottai, Tamil Nadu, India.
Expertise: Commerce Education and Marketing Management

Dr. A. Ramar,
Guest Faculty, Department of Economics, Madurai Kamaraj University College, Madurai,
Tamil Nadu, India.
Expertise: Mathematical Economics and Rural Development

Dr. A. Sebastian Mahimairaj,
Associate Professor of Social Work, Department of Rural Development Science, Controller
of Examinations, Arul Anandar College (Autonomous), Karumathur, Affiliated to Madurai
Kamaraj University, Madurai, Tamil Nadu, India.
Expertise: Rural Development and Entrepreneurship

Dr A. Michael Raj,
Assistant Professor of Commerce, Arul Anandar College (Autonomous), Karumathur,
Affiliated to Madurai Kamaraj University, Madurai, Tamil Nadu, India.
Expertise: Finance, Human Resource Management and Marketing

Dr. S. Arun Prasad,
Assistant Professor and Head, Department of Business Administration,
Arul Anandar College (Autonomous), Karumathur, Affiliated to Madurai Kamaraj University,
Madurai, Tamil Nadu, India.
Expertise: Business Management and Organizational Behaviour

Dr. A. Kalaiselvi,
Assistant Professor, Department of Computer Science and Applications,
Arul Anandar College (Autonomous), Karumathur, Affiliated to Madurai Kamaraj University,
Madurai, Tamil Nadu, India.
Expertise: Machine Learning and Expertise: Computer Applications and Machine Learning

Dr. R. Justin Kennedy,
Assistant Professor of Computer Applications, Department of Computer Science and
Applications, Arul Anandar College (Autonomous), Karumathur, Affiliated to Madurai
Kamaraj University, Madurai, Tamil Nadu, India.
Expertise: E-Commerce and Machine Learning

Ms. I. Juliet Shanthi,
Assistant Professor of Computer Applications, Department of Computer Science and
Applications, Arul Anandar College (Autonomous), Karumathur, Affiliated to Madurai
Kamaraj University, Madurai, Tamil Nadu, India.
Expertise: Computer Applications and Machine Learning

Mr. T. Manoj Prabakaran,
Assistant Professor and Head,
Department of Computer Science and Applications, Arul Anandar College (Autonomous),
Karumathur, Affiliated to Madurai Kamaraj University, Madurai, Tamil Nadu, India.
Expertise: Computer Applications and Machine Learning

Dr.BGR
Publications