

Curriculum - Vitae



1. Name : **M. SAKTHIVELMURUGAN**
2. Address for Communication : "Sam's Avenue" Flat No **G15**
65, Valluvar salai,
Arumbakkam, Chennai-600106
(Phone: 65280361)
Cell No: 9841373433
E.Mail: profmsm57@gmail.com
3. Age & Date of Birth : 64 Years - 30.05.1956
4. Marital Status : Married
5. Educational Qualification : M.Com., ACS, M.Phil, Ph.D., AMT
(Accredited Management Teacher
awarded by AIMA, New Delhi)
- a. **ACADEMIC** :
- i. P.G. : M.Com.,
- ii. Specialisation : Advanced Accounts
Costing & Taxation.
- iii. Place of Study : University of Madras.
Department of Commerce,
Madras - 600 005, INDIA.
- b. **PROFESSIONAL**
- i. Course : A.C.S. Membership
(Associated Company Secretaries)
- ii. Institution : ICSI, New Delhi
(Institute of Company Secretaries of India)
- c. **RESEARCH** :
- i. Course I : M.Phil
- ii. Area : Finance
- iii. Place of Study : Department of Commerce
University of Madras.
- iv. Thesis : Interfirm Comparison in Sugar Industry.
- v. Course II : Ph.D. in Commerce
- vi. Area : Finance

- vii. Ph.D Thesis Title : PROJECT OVERRUNS IN TAMIL NADU (A Study with reference to selected large and medium industrial projects).
- viii. Research guide : MBA,M.Phil and Ph.D in Commerce and Management.
30 M.Phils., guided in Commerce and Management and 30 Ph.Ds., awarded doctorate. Recognized research guide in Universities such as Madras, Bharathiar, Mother Teresa, JNTU, Dravidian, Manonmaniam and also in U.K. and U.S.A.
- 6. EXPERIENCE**
- a) Teaching : Retired Principal, Associate Professor & Head of the Department of Corporate Secretaryship and Business Administration D.B. Jain College, Thorapakkam, Madras - 96, India. (32 Years Service completed).
- b) Administration : Professor in-charge (Self-Financing Courses) from 2014 onwards. Vice Principal (SSP) from February 2008. Principal from 01.06.2011 to 30.05.2014
- c) Expert Committee Member : UGC, New Delhi
- d) Curriculum Development : i) Served as Board of Studies member in B.Com. (C.S.) and M.Com. (C.S.) in Madras University during 2006 - 2009.
ii) Currently serving as Board of Studies Member in B.Com.C.S. of Autonomous Colleges such as (a) Presidency College (b) Govt. Arts College, Nandanam (c) JBAS College for Women.
- e) Ph.D. Viva-Vice Examiner : i) Madras University
ii) Bharathiar University
- f) Organiser for Para Professional : Associating as Coordinator for conducting (COP) Courses funded by UGC certificate programmes in D.B.Jain College for the past three years.

- g) Organiser for SC/ST Remedial Coaching Programme : Working as Remedial Coaching Programme Coordinator in D.B.Jain College for the Past three years.
- h) NAAC Work : a) Served as Coordinator for IQAC cell and submitted 5 years AQAR of D.B.Jain college to NAAC, Bangalore.
b) Preparing Self Study Report for Reaccreditation of D.B.Jain College which are under preparation and likely to be submitted to NAAC in Oct. 2011.
- i) Seminars and Conferences Organised : a) Served as Coordinator for 3 National Seminars organized in D.B.Jain College (2 - UGC Sponsored and 1 ICSI Collaborated)
b) Associating as International Conference Director which is held in D.B.Jain College during August 2011. (The title of the Conference is "Emerging trends and Practices in Management" which is in collaboration with Southern India Rajasthan Association of Chamber of Commerce and Industry and AIMO, Chennai).
- j) UGC Grants Funding Activities : Associating as coordinator for UGC related activities of D.B.Jain College such as UGC Development grants, UGC Autonomous Grant, UGC Career Oriented Programme, UGC Women's Hostel Programme, UGC BSR Infrastructure Programme, UGC special Equipment Grant and UGC Indoor Sports Stadium Grant.
- k) UGC Autonomous Activities : a) Serving as Governing Body member and Academic Council Member in D.B.Jain College.
b) Assisting in the preparation of Agenda Notice and Minutes of D.B.Jain College of Board Meeting, Academic Council and Governing Body.
- l) Specialization on in Teaching : Finance, Accounts, Taxation, Company Law, Industrial Law, Secretarial Practice, Economic Legislation, Costing,

- Business Management, Management Accounts, Auditing and Banking, Project Management, Marketing Management.
- m) ISBN Allotment : Worked for ISBN Allotment for Book Publication for D.B.Jain College and got the ISBN Allotment and published one edited book titled as "Globalisation and its Impact on India" for D.B.Jain College.
- n) ISSN Allotment : Prepared ISSN journal for D.B.Jain College titled as ***D.B.Jain College of Business Research*** with nick name as ***Jain Spire***. The ISSN Allotment of our College which is a quarterly publication commenced from March - June 2011.
- o) ISSN Allotment with International Nature : During this academic year 2011-2012 another ISSN International Journal will be published with peer review editorial of International Professors and papers are expected from International University faculties.
- p) New curriculum development under Innovate Courses : In June 2012, I am applied innovative courses of UGC grant and run the same with innovative style (B.Com., Entrepreneurship)
- q) Colleges for potential of Excellence : During this academic year 2011-2012, it is my mission to apply Colleges for potential of Excellence to UGC and prepare the institution up to that level and obtain the fund of the same from UGC.
- r) ICT Plan : Our College is having ICT in existence in the individual departments independently and for Reaccreditation of NAAC ICT will be integrated with Library, Autonomous Examination, Day College office and Evening College office.
- s) Allied to Teaching : QP setting and Examinership in the Universities of Madras, Madurai, Annamalai, Alagappa, Bharathiar and

Bharathidasan and the Professional Institutes viz., ICSI and the Indian Institute of Bankers.

- t) Aptitude to Research : Financial Management, Investment Management, Project Management, Entrepreneurship Development, & Accounting, Management Accounting Business Management etc.
- u) MBA Teaching : Visiting faculty for MBA in the University of Madras and Annamalai, Pondicherry and other Institutes in Chennai.

7. PAPER PUBLICATIONS:

- 1) Project formulation in public Enterprises, Indian Journal of Public Enterprises, December 1989, Pages 71-82.
- 2) Project Management: Indian Experience, Yojana, September 1990, pages 17-19.
- 3) Role of Voluntary organizations in promoting consumerism, Indian management October 1990, pages 9-13.
- 4) Workers participation in Management: An overview, Indian Journal of Public Enterprise, June 1990, Pages 102 - 112.
- 5) Project Management in Public Enterprises)Edited Book-Public Enterprises & Economic Development in India) 1991, Pages 48 - 59.
- 6) Operational Efficiency Analysis of public Transport Corporations: An overview, Indian Journal of Public enterprises, December 1991, Pages 113 - 124.
- 7) Entrepreneur par Excellence, The Banker, May 1992, Page 36 - 37.
- 8) Efficiency in Public Sector undertakings, Indian Journal of Public Enterprises, June 1992, Pages 63 - 68.
- 9) Shield for consumers in India, Southern Economist, August 1,1992, pages 14- 16.
- 10) Consumer Legislation in India: An overview, Southern Economist, November 15, 1993, Pages 3 - 5.
- 11) Measurement of Efficiency in State Enterprises - Methodology for passenger State Road Transport Corporation (Edited Book: Public Sector undertakings in India - Some Reflections) Pages 58 - 66.

- 12) Effective Project Management in India, Third concept, July 1994 Pages 41-46.
- 13) Project overruns in Tamil Nadu: A study with reference to selected large and medium Industrial Projects, Projan, July - September 1994, Pages 215 - 224.
- 14) Project Management: Performance Evaluation in Tamil Nadu, Chartered Accountant, February 1995, Pages 1026 - 1028.
- 15) Venture capital Financing, HRD Times, October 1998.
- 16) EURO, HRD Times, April 1999
- 17) Working capital Management, HRD Times December 1999.
- 18) Environmental Auditing and Accounting HRD Times August 2000.
- 19) Nonperforming Assets of Banks & FI - An analysis, IJPE, Dec. 1999.
- 20) The Role of Stock Index Futures, HRD Times, April 2001.
- 21) Knowledge Management, HRD Times, Sep 2001.
- 22) Human Resource Management in IT Industry - A Case study, IJPE, Dec 2000.
- 23) Financial performance Evaluation of selected pharmaceutical companies in India, Finance India, September 2002.
- 24) Productivity, The Indian Global business, December 2002.
- 25) Effect of irrigation levels on yield of sugarcane and sugar content, kissan world, December 2002.
- 26) Management of Intellectual capital, HRD TIMES, October 2002.
- 27) Financial and Operating performance of IT enabled industries, The Management Accountant, December 2002.
- 28) Segmenting consumers on their Life style characteristics, Proceedings of International Conference on Marketing in The Age of Convergence, IIM, Kozhikode, January 2006, PP 282-289.
- 29) Lifestyle & its influence on Brand Choice Behaviour, the IC Faian Journal of Management Research, July 2006, Pages 35-47.
- 30) Career care for Women, Business Line, Nov. 24 2006, Page 2 of Life Edition.

- 31) Segmenting Consumers on their Life Style Characteristics, PARADIGM, July – December 2006 Pages 55 – 66.
- 32) Life Style Influence on Purchase decision, Research in Marketing, Proceedings of 2nd IIMA Conference Jan 3 – 5 2007, Pages 217 – 226.
- 33) A study on Organisational Climate in GempPack, Southern Economist, May 1, 2007, Pages 57 – 58.
- 34) The Influence of marital Roles on product purchase decision making, The ICFAI journal of consumer behaviour, March 2008, PP 66-77.
- 35) Predominant Barriers of Women Entrepreneurs, Southern Economist July 15, 2008, PP 31-34.
- 36) Foreign Direct Investment in India – An Overview, Indian Economic Panorama , October 2008, PP 42-46.
- 37) Socioeconomic characteristics and consumers, purchasing involvement, The Icfai University journal of consumer behaviour, Dec 2008, PP 69-79.
- 38) The influence of marital roles on product purchase Decision making, The icfai Journal of consumer behavior, March, 2008 PP 66-77
- 39) Customers of Retail Banking Industry in India – A Demographic segmentation, BVIMR Management Edge January – June 2010 PP 20-27.
- 40) Customers of Retail Banking Industry in India, OORJA, May – August 2009 – PP 9-16.
- 41) Impact of Economic Recession on BPO Industry : An overview, Southern Economist, September 1, 2009, PP 21-25.
- 42) Sugar Industry in Global perspective, Southern Economist, May 1, 2010, PP 35-36.
- 43) House Wives Vs working wives in family purchase decision making, marketing paradigm, December 2009, PP 25-35
- 44) Impact of corporate Governance on Financial performance of Banks and financial Institutions, Southern Economist, August 1, 2010 PP 33-36
- 45) Investment pattern of Individuals in debt market Instrument – A Study, m-Infiniti Journal of Management September 2009 PP 1-5
- 46) A Study on need and importance of knowledge management in Educational Institutions, m-Infiniti Journal of Management, May 2009, PP 64-73.

- 47) A Market study on Bank credit facilities to small and medium enterprises, The icfai University Journal of Bank Management, May 2009, PP 64-73.
- 48) E Commerce for small and medium enterprises in India - potentials challenges and strategies, April 2010 of advance computing, April 2010 Thiaragajar School of Management, Madurai PP 17 - 22.
- 49) Study on the Consumer Expectations and Loyalty of cell phone users in Chennai city, Southern Economist, June 15, 2010 PP 23-24.
- 50) Business case for Future Infotainment Services, MERI Journal of Management & IT, October 2010, Management Education & Research Institute New Delhi, PP 42-52.
- 51) A Study on Corporate Governance Practices in Indian Corporate Sector (with reference to Public and private sector) Oorja, International School of Informatics and Management Jaipur, Sep-Dec 2010, PP 19-25.
- 52) Business case for future Infotainment Services, MERI - Journal of Management & IT, Oct. 2010, PP 45-52.
- 53) A Study on existence of Brand Loyalty in Mobile Phones - International Journal of Management and Technology Dec. 2010 Srisairam Institute of Management Studies, Chennai - 44 PP 7-13.
- 54) Corporate Governance Practices in Indian Corporate Sector. A Study Southern Economist, December 2010 PP 33-35.
- 55) Purchase Decision and customer decision and customer satisfaction towards sundirect DTH service provider SRM Journal of Management Research Jan - Mar 2011 PP 2-5.
- 56) A Study on knowledge sharing in self Finance engineering Colleges in an around Chennai , SRM Journal of Management Jan-Mar. 2011 PP - 22- 25.
- 57) A Sudy on return expectations of debt market investors SRM Journal of Management Jan-Mar.2011 PP 48-52.
- 58) A Study on Brand Awarness of Car customers in Chennai city SRM Journal of Management, Jan - Mar. 2011 PP 53-55.
- 59) Servqual Dimensions of selected mobile phone service provider - An Empirical Study, Southern Economist, April 15 2011, PP 25-31.
- 60) Determinants of Service Quality Dimensions in Retail Large Chain Supermarkets - An Empirical study with Chennai City, Conference Proceedings on Business Strategies on Corporate Race May 6-7, 2011 PP 25-27

- 61) Investment Behaviour of Individual Investor's in Chennai Region, Conference Proceedings on Business Strategies on Corporate Race May 6-7, 2011 PP 94-98
- 62) Brand Loyalty's Influence on Women Buying behaviour with Special Reference to Persal Care Products, Internal Journal of Research in Commerce IT and Management, July 2011, PP 57-62.
- 63) Influence of Professional competencies on Quality of work life among the College Teachers, SRM Journal of Management Research, July - Sep 2011, PP 60-63.
- 64) Corporates chain super markets - A Really a challenge for Mom and Pop Stores, National conference on Tracking the next wave for management o succeed, 15th Sep, 2011 PP 107 - 114.
- 65) An Analysis of Retail Revolution and its Impact in Mom and Pop stores in India, Emerging Trends in Management Excellence, 13 & 14, Oct. 2011, PP 136 - 138.
- 66) Impact of Risk Analysis in selection of Invest Avenue: A Study on Debt Market Investors, Southern Economist Oct. 15, 2011, PP 27-31.
- 67) Education Service - As a Driver for Inclusive growth, Inclusive Economic growth in India, PP 325 - 328.
- 68) Serve the customer to survive - An Analysis of Food and Grocery Retail Stores, changing per respective of management, PP 657 - 666.
- 69) A Study on Consumer buying behaviour of Home appliances with reference to LP Products, Indian Journal of Marketing, December 2011 PP 52 - 59.
- 70) Key Strategic Challenges of E-Commerce for SSE's in India - Analysis, Emerging Trends in E-Commerce Edited book, Department of Commerce, University of Madras, PP 463 - 467.
- 71) E-Marketing: An Overview, Emerging Trends in E-Commerce, Edited book, Department of Commerce, University of Madras, PP 265 - 267
- 72) A Case Study On The Impact Of Quality Circle Participation Among The Employees Of Ashok Leyland Limited, Ennore, Chennai, Zenith International Research & Academic Foundation (ZIRAF), ISSN ONLINE: 2249-8834, Published on January 2014.
- 73) A Comparative Study Of Effectiveness Of Quality Circles In Select Public And Private Sector Companies In Tamil Nadu, EPRA International Journal of Economics, Business and Management Studies (Print- ISSN : 2347 - 4378) Published on February 2014.

- 74) An Empirical Model of Consumer Behaviour of Home Appliances, Zenith International Journal Of Business Economics & Management Research (ISSN Online: 2249-8826), Published on April 2014.
- 75) A Study on Potentials of E-Commerce for Small and Medium Enterprises in Chennai City, ZIJBEMR, ISSN: 2249-8826, Published on June 2014.
- 76) Consumers Awareness, Perceived Ease of Use toward Information Technology Adoption in 3G Mobile Phones' Usage in India, Asian Journal of Marketing 8(1): 1-23, 2014, ISSN 1819-1924.
- 77) Consumer Behaviour toward Information Technology Adoption on 3G Mobile Phone Usage in India, Journal of Internet Banking and Commerce, December 2014, Vol. 19, No. 3, SJR H Index: 13, Google Scholar H5 Index: 17, Index Copernicus Value: 94.45, Research Gate impact Factor: 0.63, ISSN: 1204-5357.
- 78) The Sustainable Interventions for Mobile Phone's Hazards, Journal of Internet Banking and Commerce, Volume 20, Issue 2, 1000109, ISSN: 1204-5357. (Published on 2015)
- 79) A Comparative Analysis of Effectiveness of Quality Circle in Public and Private Sector Companies in Tamil Nadu, Zenith International Journal Of Multidisciplinary Research (Online ISSN: 2231-5780), Published on May 2015
- 80) Information technology adoption on 3G mobile phones in India: the empirical analyses with SPSS 20, SmartPLS2.0M3 and LISREL8.80 – Part 1, Int. J. Business Innovation and Research, Vol. 11, No. 4, 2016, ISSN online: 1751-0260
- 81) Information technology adoption on 3G mobile phones in India: the empirical analyses with SPSS 20, SmartPLS2.0M3 and LISREL8.80 – part 2, Int. J. Business Innovation and Research, Vol. 13, No. 2, 2017, ISSN online: 1751-0260
- 82) A Study On Customer Preferences And Satisfaction Towards Internet Banking In Chennai, International Journal of Management, IT & Engineering, Vol. 7 Issue 2, February 2017, ISSN: 2249-0558 Impact Factor: 7.119 (Listed in UGC Approved Journal)
- 83) A Study On The Impact Of Emotional Intelligence Of Employees On Organizational Effectiveness In It Industry With Special Reference To Chennai City, International Journal of Research in Social Sciences, Vol. 7 Issue 2, February 2017, ISSN: 2249-2496 Impact Factor: 7.081 (Listed in UGC Approved Journal)
- 84) A Study On The Impact Of Celebrity Advertisement On Shopping Mall Consumers – A Study With Reference To Chennai City, International Journal

of Marketing and Technology, Vol. 7 Issue 2, February 2017, ISSN: 2249-1058 Impact Factor: 6.559 (Listed in UGC Approved Journal)

- 85) A Study On Customer Satisfaction Towards Internet Banking In Chennai, International Journal Of Current Advanced Research (Ijcar), ISSN 23196505 & 23196475, Published on November 2017. (Listed in UGC Approved Journal)
- 86) An Empirical Study On Consumers' Behavioural Intention Toward Information Technology Adoption In Mobile Phone Usages In Chennai, International Journal of Applied and Advanced Scientific Research (IJAASR), ISSN 2456-3808, Published on November 2017. (Listed in UGC Approved Journal)
- 87) Empirical Study On Consumers Behaviour Among The Working Women & Homemakers In Chennai Environ, International Journal Of Recent Scientific Research, ISSN No: 0976-3031, Published on November 2017. (Listed in UGC Approved Journal)
- 88) Corporate Governance Practices In India – A Study With Reference To Select Corporate Sectors, International Research Journal of Human Resources and Social Sciences (IRJHRSS), ISSN: 2349-4085, Published on November 2017. (Listed in UGC Approved Journal)
- 89) Relationship Between Organizational Development And Job Satisfaction – A Study With Reference To It Industry In Chennai City, Journal of Advance Management Research, ISSN : 2393-9664, Published on November 2017. (Listed in UGC Approved Journal)
- 90) Empirical Analysis Of Impact Of Emotional Intelligence Of Employees On Organizational Effectiveness Of The Organisation In IT Industry, Zenith International Journal of Multi-disciplinary Research, ISSN 2231-5780, Published on November 2017. (Listed in UGC Approved Journal)
- 91) Research study on Perception and opinion of faculties and Employers on Employability skills of graduates, Test Engineering and Management May-June 2020 PP 62187-62196
- 92) A Study on Human Capital Management and its Influence on innovation Employee Participation and Performance in Chennai Business Environment, Journal of Natural remedies Vol 21 No 3 (2020) PP 180-187
- 93) A Study on Perception of College Students in Tamilnadu on Employability Skills, Waffen and Kostumkunde Journal, Vol XI Issue v, May 2020
- 94) A study on Strategic HRM and its Impact on Organizational Commitment in Auto Industry of Chennai Environment, Adalya Journal Volume 8, Issue 12 December 2019

- 95) An Empirical Study on HCM on Organisational Efficiency, Adalya Journal Vol 9, Issue 2 Feb 2020
- 96) Empirical Study on Students Perception of Softskill training and its Impact of Employability of College Students in TamilNadu, Adalya Journal, Volume 9, Issue 3, March 2020
- 97) A Validation of Dimensions of Employability Skills of Students in Arts and Science Domain in Tamilnadu, International Journal of Control and Automation, Vol 13, No 3, 2020 PP 130-138
- 98) Artificial Intelligence and its applicability in Banking and Financial System, International Journal of Psychological Rehabilitation, Vol 24, Issue 8, 2020
- 99) Empirical Study on Factors Influencing Job Satisfaction of Women Employees in Chennai Environment, Adalya Journal, Vol 9, Issue 4, April 2020
- 100) Empirical Study on Role of Independent Directors in Indian Corporate Sector, Adalya Journal, Vol 8, Issue 11, November 2019
- 101) The use of Artificial Intelligence in the Modern World-An overview, Journal of Advanced Research in Dynamical and Control Systems, Vol 11, Special Issue 8, 2019
- 102) A Study on Corporate Leadership and its Impact on Corporate Productive performance with special reference to Chemical Industry, Solid State Technology, Vol 63, Issue 6, 2020, PP 9010-9018
- 103) A Study on Human Capital Management and its Influence on Innovation Employee participation and performance in Chennai business environ, Journal of natural remedies, Vol 21, No 3, 2020, PP 180-187
- 104) A Study on Communication Skill Development and Assessment of Professional Students using Rubrics methodology, The International Journal of analytical and experimental model analysis, Volume XII, Issue XI, Nov 2020, PP 392-400
- 105) Study on Important of Soft skills of College students of Arts and professional form Employers perspective, Indian Journal of Adnet Education, Vol 81, No 3, July - Sep 2020, PP 58-62
- 106) An overview of Digitalization of Banking system in India. Kala Sarovar, Vol 23, No2(II), July - Sep 2020, PP 46-51
- 107) A Study of Influence of Leadership style and Organisation culture of an organizational performance, Sambodhi Journal, Vol 43, No3(1), July - Sep 2020, PP 77-83

- 108) A Study on perception of Teachers and Students in employability skills of arts and science college students in Tamilnadu, Journal of Maharaja Sayajirao University of Baroda, Vol 54, No 2(II), 2020, PP 135-142
- 109) A comparative study of customer satisfactory opinion on select commercial banks in Chennai city, International Journal of Advanced Technology, Vol29, No3, 2020, PP 13013-13024
- 110) Research study on perception and opinion of faculties and employers on employability skills of graduates, Test Engineering and Management, May-June 2020, PP 26187-26196
- 111) Study on factors influencing development of convergence services and its Impact on Implementation, International Journal of Disaster Recovery and Business Continuity, Vol II, No2, 2020, PP 276-285
- 112) A study on role and significance of MD and CEO in corporate Governance Practices, Journal of critical reviews, Vol7, Issue12, 2020, PP 2822-2825

International Publications:

1. Life Style A Core Segmenting Criteria – Retail Banking Industry in India, Sky Line Business Journal, Sharjah, United Arab Emirates, PP 52-58.

Text book Publications:

1. Accounting for Management co authored with Dr.N.P.Srinivasan Published by S.Chand&Co., Ltd., New Delhi.
2. Management Principles and Practices Published by New Age International (P) Ltd., New Delhi.
3. Financial Management Published by Vrinda Publications (P) Ltd., New Delhi.
4. Principles and Practices of management Accounting, New Age Publications PVT. Ltd., to be published in June - December 2012.
5. Corporate Governance in Banking and financial Sector in India by Himalaya Publishing Pvt. Ltd., New Delhi to be published in June – July 2011.

Seminars and Conferences:

1. International Conference on Marketing in the Age of convergence Indian Institute of Management, Kozhikode, 7th & 8th January 2006 paper title “Segmenting Consumers on their Life Cycle Characteristics”
2. The 8th International Business Horizon INBUSH 2006 at Amity International Business School, Noida 22-24 February 2006 paper presented titled Lifestyle and its influence on Brand Choice Behaviour.

3. FII's preference on Indian Capital market in the scenario of Recession, International Conference, 24th & 25th September 2009, Srisairam Institute of Management Studies, Chennai.
4. Impact of stress in Physical, behavioural and Psychological change and the coping strategies adopted by IT and Software Employees, National Level Conference, CMR Institute of Management Studies, Bangalore 12th March 2010.
5. E-Commerce for small and medium Enterprises, Thiagarajar School of Management, National Conference, 9th April 2010, Madurai.
6. Business case for future Infotainment services, National conference organized by Dept. of management studies, CMR Institute of Management studies, Bangalore, 12th March 2010.
7. Women Empowerment through financial inclusion – Boon or Bome, National Conference on inclusive Growth in India, An Emphasis on financial and social Inclusion, 7th & 8th October 2010, Dept. of Management Studies, Women's Christian College Chennai – 600 006. PP 477 – 484.
8. Strategic Challenges of E-Commerce for B 2 B SEM's in India, National Seminar on Inclusive Growth of India As an Emerging Economy through sustainable strategies, 10th Dec 2010, organized by Dr.M.G.R.Janaki College of Arts & Science for Women, Chennai. PP 87-89.
9. Empowerment of Women through SHG's – A Micro Level Study National Seminar on Inclusive Growth of India As an Emerging Economy through Sustainable strategies, 10th Dec 2010, organized Dr.M.G.R. Janaki College of Arts & Science for Women, Chennai. PP 272 – 277.
10. Occupational Stress and effectiveness of Stress Management measures among Women executives of IT section in Chennai , 6 & 7th Jan. 2011. Two days National Conference on Globalization Challenges and opportunities conducted PG Department of Commerce & management Studies, Srividya Mandir Arts and Science College, Krishnagiri – 634 207.
11. E Marketing, International conference on E Merging Trends in E Commerce as on March 16 & 17 2011, Department of Commerce, University of Madras.
12. Key Strategies Challenges of E Commerce for SME's in India – An Analysis International Conference on Emerging Trends in E Commerce, March 16 & 17 2011, Department of Commerce, University of Madras.
13. A Study on knowledgement Practices in PFC, National Conference on Innovation & Technology management on 23.04.2011 organised by the Department of Management Studies, RMK Engineering College, Kavaraipettai – 601 206.

Research Projects Completed:

1. ICSSR Major Research Project for titled as “Corporate Governance in Banking and Financial Sector in India”.
2. UGC Major Research Project titled as “A Study on Comparative Corporate Governance Practices in Public Sector, Private Sector and MNCs” in the year 2012. Value of the Project approved by UGC is Rs.452,200.
3. UGC Minor Research Project titled as Performance of SHG Scheme and its Influence to Rural Women Empowerment in Tamil Nadu.
4. UGC Major Research Project titled as “Comparative Study of Effectiveness of Quality Circles in Select Public and Private Sector Companies in TamilNadu – Approved by UGC in the year 2016 for Rs.9,99,600
5. Planning to submit UNIDO International Project in 2012 wherein the College will get 10% contingent grant with the help of which I will request the management to utilize the same to construct R&D Block in D.B.Jain College which is my mission and vision in my teaching career of D.B.Jain College.
6. ICSSR Major Research Project submitted in September 2017 titled “A Study on Soft Skill Training and its Impact on Employability of College Students in Corporate Sector in Tamil Nadu.

Ph.D. Degrees Awarded Under my Guidance-University of Madras

Department of Commerce

1. A Analysis on Productivity of the Sugar Industry in Tamil Nadu - K. Muthuraj 2000
2. A Study on Knit Wear Export trade with special reference to Tirupur - R.Jagadeesan 2000
3. A Study on Profitability of Private and Public Sector Banks in India - T.P.J.Bharathi 2000
4. A Study on Instruments of certain selected Financial Banking and Non Banking Finance Companies – A. Jaya Kumar 2003
5. A Study on HRD Practices in Public Sector Units in Tamil Nadu – M.Kesavan 2005
6. A Study on Minority Entrepreneurs in Chennai – M. Abdul Madhar (With special reference to small and medium scale Muslim entrepreneurs) 2003.
7. A Study on operating performance of Cooperative Sugar Mills in Tamil Nadu – K.Ramasamy 2003

8. A Study on Deposit mobilization of Commercial Banks in Tamil Nadu – V.V.Sugumar 2004
9. A Study on Consumer behaviour with reference to ICEE Products in Chennai – S.Jayakumar 2004
10. A Study on Consumer Behaviour with Special reference to Furniture in Chennai Environ – T.N.Ravi 2006
11. A Study on the Factors Influencing the career Advance of Women Employees – V.Hamsaveni 2006.
12. A Study on Investors Behaviour in the Indian Securities Market – V.Dheenadayalan 2006.
13. A Study on operating and Financial performance of Cooperative Banks in Tamil Nadu – C.Nageswara Rao – 2007
14. A Comparitive Study on Men and Women entrepreneurs in Chennai environ – G.Subbulakshmi 2007
15. A Study on performance analysis of Indian Pharma Industry – Tamilselvi 2007.
16. A Study on Consumer behaviour towards Selected electrical Home appliances and its impact on selected corporates in Chennai –S.Damodaran 2008.
17. A Study on the Impact of Quality Circle Participation among the employees of Ashok Leyland Limited, Ennore, Chennai – C.Dharsaratham 2009.

Ph.D. Degrees Awarded Under my Guidance – University of Madras

Department of Corporate Secretaryship

1. A Study on investors' behavior towards mutual funds in Chennai (with reference to public and Private Sector mutual funds) – N.Murugeswari 2009.
2. A Comparative study on Customer Relationship management in Public Sector, Private Sector and Foreign Banks (With respect to Chennai city - Sharmila, 2010.
3. A Study on Factors influencing consumer behavior on four wheelers in Chennai – P.Venkateswaran - 2011.
4. A Comparative study of consumer behavior towards durable and non durable with special reference to two wheeler and Milk products in Chennai City – T.Visalatchi - 2011

5. A Study on performance of Sugar Mills in India with reference to Public sector, private sector and cooperative sector sugar mills in Tamilnadu – Navaneetha kannan Ph.D. thesis submitted 2011.
6. A Study on Factors influencing Organisational Development in Public Sector Banks – An Analysis By Chanway Lakshmi Sastry –2012.
7. A Study on Impact on Human Resource Development Practices on organizational climate in Chemical Industry By S.Subbulakshmi, – 2012.
8. A Study on Organizational Commitment of Women Employees in Chennai city By S.Seetha - 2012.
9. A comparative study on effectiveness of service quality in Public and Private Sector Banks By Suman Ghosh - 2012.
10. A Study on Factors Influencing Tourists” satisfaction with reference to tourism services in Chennai and Kancheepuram Districts” – S.Pandiaraj - 2012.
11. A Study on Human Resource Development Practices in Private and Public Sector Insurance Companies in Chennai City – L.Uma Maheswari – 2012.
12. A Study on Organizational Commitment of Women Employees in Chennai City - Seetha.S - 2012
13. A Comparitive Study on effectiveness of Service Quality in Public and Private Sector Banks – Suman Ghosh – 2012
14. A Study on Factors Influencing Consumer preference of four wheelers in Chennai – Venkateshwaran.P – 2012
15. A Study on Impact of HRM Practices on Organizational Climate in Chemical Industry – Subbu Lakshmi.S – 2012
16. A Study on Factors influencing Organizational development in Public Sector Banks – An Analysis – Chanway Lakshmi Sastry – 2012
17. A Study on Impact of Advertisement on Buying Behavior of Consumers in Tamilnadu (with special reference to two wheeler customers in Chennai City) - Nagarajan.M.V - 2013
18. Impact of Micro finance on Women Empowerment – A Study with reference to self help groups in Tamilnadu – Sivaguru.D – 2014
19. Impact of Employee Empowerment on Organizational Efficiency in Manufacturing Sector – Thiruvengadam.E – 2014

20. Consumer's Behavioral intention towards information technology adoption in mobile phone usages in Chennai – SenthilVelmurugan.M – 2015
21. Relationship between organizational development and Job Satisfaction – A Study with reference to IT industry in Chennai City - Indumathi.K - 2015
22. Impact of celebrity advertisement on shopping mall consumers – A Study with reference to Chennai City – Valarmathi.R – 2015
23. Perception of Women Consumers towards purchase decision of two wheelers in Chennai City – Shanthi.R.M – 2015
24. A Study on Customer preferences and Satisfaction towards internet banking in Chennai – Samsunisa A – 2016
25. A Study on the Impact of Competency mapping on organizational effectiveness – with special reference to IT industry in Chennai – Kala.C – 2016
26. A Study on the Impact of emotional intelligence of employees on organizational effectiveness in IT industry with special reference to Chennai – Sameena.N – 2016
27. A Study on Customer Satisfaction and Financial Performance of Select Public and Private Sector Banks in Chennai Environment – Ganapathy.S - 2019
28. Rural Banking Patterns and Practices in India: A Study with Reference to Kancheepuram District, Tamilnadu – N.Kalainesan - 2020

Ph.D. Degrees Awarded Under my Guidance – Other Universities

1. A Study on Consumer behaviour with special reference to Durable Products in Chennai City – Jayashree Krishnan 2006
2. A Study on Perception & Problems and of Women executives in Chennai city – B.Karpagam 2006
3. A Study on Empowerment of Women Executives in Chennai – R.Poornamathy 2006
4. A Study on Leadership qualities of successful Women Entrepreneures in Chennai – K.Sindhu 2006
5. A Study on opportunities Problems and Prospects of Women entrepreneurs in Chennai city – Ayesha Begam 2009

6. A Study on the Role of Women Family purchase Decision making in Chennai city - Pinni Vasantha Lakshmi Srinivasulu, 2010
7. A Study on Stress Dynamics of working women in leather Industry with special Reference to Vellore District - V.Shanthi, 2010.
8. A Study on Job satisfaction among the Women Employees in Chennai City - K.J.Renuka, 2010
9. A Comparative Study on Consumer Satisfaction of Various Life Insurance Product with Reference to LIC and Select Private Companies - S.Raamkumar -2012.
10. A Study on Consumer behavior towards Retail Banking Products among Different Segments in Chennai City - Ramasubramaniam - 2012.
11. A Study of Performance and Problems of Pharmaceutical Industry - R.Murugan - 2012.
12. A Study on the Impact of customer Relationship Management on customer loyalty with special reference to cellular operators in Chennai city By R.Nadanasabai, - 2012.
13. A Study on Investors preference towards selecting debt market Instruments in Chennai city by P.Neelakandan - 2012.
14. A Study on Knowledge Management Among self financing Engineering Colleges in and around Chennai By RSrikanth - 2012.
15. A Comparative Study on Stress among Employees in Educational Institutions in Chennai - K.R.Kolammal, - 2012.
16. A Study on the Potentials and Challenges of E-Commerce for Small and Medium Enterprises with Special Reference to Chennai City - R.Gayathri, - 2012.
17. A Study on Brand Consciousness of Women and its Effect on Family Buying Behaviour with Special Reference to Personal Care Products in Chennai City - R.Sundari -2012.
18. Women Empowerment through Self Help Groups (SHGS): A Study in Chennai Kancheepuram and Thiruvalluvar Districts - R.Lakshmi -2012.
19. A Study on the Impact of Stress on Interpersonal Relationship among the Women Executives in I.T Companies in Chennai City in Tamilnadu - T.Sujatha 2012.

20. Customer Purchase Decision of Software Services – (A Study with reference to Microsoft packages) – S.Ayemperumal 2013.
21. Study on Factors influencing Development of Convergence Services and Its Impact on Implementation – S.Suresh 2016
22. Corporate Governance Practices in India – A Study with reference to Select Corporate Sectors – V.R.Sridhar 2017.
23. Financial Appraisal of the Tamilnadu Government's scheme to meant for Hearing Impaired in Chennai – D.Philip 2018.
24. Impact of Strategic HRM Practices on organizational commitment – A Study with Reference to Automobile Companies – S.Dhanalakshmi 2020
25. A Study on Impact of Organisational Culture on Organisation Development – An Emphasis on Work Culture in BPO industry.
26. Study on Impact of Human Capital Management of IT Employees in Chennai – Praveena

Awards:

1. Life time Achievement Award 2011, National Foundation for Entrepreneurship Development, Chennai.
2. National & International Compendium INIC) New Delhi Eminent Educationalist Award for outstanding Achievements in Chosen field of Activities.
3. Accredited Management Teacher awarded by AIMA New Delhi.