

BIO-DATA

of

Dr. R. RANGARAJAN

*Professor and Head
Department of Commerce,
University of Madras,
Chepauk, Chennai – 600 005.*

Dr. R. RANGARAJAN

**Professor and Head,
Department of Commerce,
University of Madras,
Chepauk, Chennai – 600 005**

PERSONAL DETAILS

Father's Name : Sri. M.K. Raman (Late)
Mother's Name : Smt. R. Seethalakshmi (Late)
Age and Date of Birth : 51 years, 18-05-1969
Residential Address : Block 1, Flat 2D, Second Floor, Indus Amber,
73/30, West Jones Road, West Saidapet,
Chennai – 600 015, Tamil Nadu
Phone - 044-24852112 (Home)
Mobile – 94444 72112



1. ACADEMIC DETAILS

Degree Obtained	Month & Year of Passing	Name of the University	Class & Percentage
D.Litt (Doctor of Letters)	July 2018	University of Madras	-
M.B.A. (Finance)	June 2006	Periyar University	I Class 62.32%
Ph.D (Commerce) Topic :” Analysis of Investor’s Behaviour Pattern of Investment Opportunities in Tamil Nadu”	November 2001	Saurashtra University	-
S.L.E.T.(Commerce)	May 2000	Bharathidasan University	-
P.G.D.H.E.	August 1998	I.G.N.O.U.	-
M.Phil. (Commerce)	August 1994	University of Madras	-
M.Com.	April 1993	University of Madras	II Class 56.9%

2. EXPERIENCE

- ✚ 27 Years
- ✚ Presently Working as a Professor & Head, Department of Commerce in the University of Madras, Chepauk, Chennai Since 20th August 2009
- ✚ Worked as Senior Lecturer in **D.G.Vaishnav College, PG and Research Department of Commerce, Arumbakkam**, from August 01, 1993 (Evening College) December 01, 1994 (Day College) to till 19th August 2009. Handled both U.G and P.G.

3. SUBJECT SPECIALIZATION

- ✚ Human Resources Management
- ✚ Organisational Behaviour
- ✚ International Business and Research Methodology

4. Ph.D. Guidance

Recognized **Research Supervisor** for guiding Ph.D , Degree Course in Commerce by the

- ✚ **UNIVERSITY OF MADRAS**
- ✚ **MOTHER TERASA UNIVERSITY**

5. M.Phil Guidance

Recognized Guide for guiding M.Phil Degree Course in Commerce for the following Universities

- ✚ University of Madras, Chennai
- ✚ Alagappa University, Karaikudi
- ✚ Madurai Kamaraj University, Madurai
- ✚ Periyar University, Salem

6. No. of Ph.D Awarded & Thesis Submitted Under my Guidance

Ph.D Awarded

✚ University of Madras	- 26
✚ Mother Teresa University Kodaikanal, Tamilnadu	- 04
✚ Dravidian University Kuppam, Andhra Pradesh	- 01

7. Ph.D Awarded under my guidance- 31 NOS

S.No	Name of the Scholar/ Title of the Thesis / Name of the Guide / Date of Submission / Date of Ph.D Award / Name of the University, Month and Year
1.	V.Prasanna Venkatesan / Small Scale Industries in India – A Group of their Growth, Contributions and Problems – with special reference to Tiruvallur District/ Dr.R.Rangarajan/ Madras University/Sep2006
2.	Mr. J. Srinivasan / Human Resource Development (HRD) Practices in Banks–A Comparative StudyBased on the Perception of Managers Select Public and New Private Sector Banks in Chennai City / Dr.R.Rangarajan / Madras University/ October 2007
3.	Mrs. R. Uthra / A Study on Customer Satisfaction of Life Insurance Company–With Special Referenceto Personal Insurance Policies In Tamil Nadu / Dr.R.Rangarajan / Madras University/ December 2007
4.	Mrs. D. Usharani / Information Technology Industry In India–A study on their growth, performanceand problems with specific reference to software, Hardware and ITES – BPO segments of IT Industry / Dr.R.Rangarajan / Madras University/ April 2008
5.	Mrs. Jayanthi Lakshmana Samy / Training, performance assessment and Career Growth–A study onemployees perception in select IT companies in Chennai city // Dr.R.Rangarajan / Madras University/ June 2008
6.	Mrs. Chandrakala / A Study on women empowerment through Self Help Group in Thiruvallur District /Dr.R.Rangarajan / Madras University/ October 2008
7.	Mr. M. R. Vasudevan / A study on Stress Dynamics of employees in IT Industry– With Specialreference to Chennai / Dr.R.Rangarajan / Madras University/ November 2008
8.	Mrs. S. Gomathi / HRM factors influencing Women Entrepreneurs/ Dr.R.Rangarajan / Madras University /July 2009
9.	Mrs. N. Bhuma / A Study On Quality Of Work Life Of College Teachers In Arts And Science AndEngineering Colleges In Chennai City” / Dr.R.Rangarajan / University Of Madras / Oct. 2010
10	Mr. A. C. Ranganayaki / A Study Of Sales Promotional Determinants On Brand Knowledge AndLoyalty Of Customers /Dr.R.Rangarajan/ University Of Madras /April 2011
11	Mr. M. Srinivasan / Life Style Determinants Of Consumer Behavior Towards Durable Products /Dr.R.Rangarajan / University Of Madras/September 2011/
12	Mrs. R. Padmaja / A Comparative Study Of Stress In Women In Public And Private Sector EnterprisesIn Chennai/ Dr.R.Rangarajan// University Of Madras /August 2012
13	Mrs. S. Santhi / A Study On Factors Influencing Merger And Acquisition In Banks / Dr.R.Rangarajan//University Of Madras/ October 2012
14	Mrs. Bhavani / Risk Management Practices in Commercial Banks–A study with reference to SelectPublic and Private Sector Banks / Dr.R.Rangarajan / University of Madras/April 2013
15	Ms. B. Ponnarasi /Impact of Advertisement on Jewellery Buyers (With specific reference to Chennai City)/ Dr.R.Rangarajan / University of Madras / October 2013
16	Mr. B. Srinivasan / Impact of Hedging on Foreign Exchange Risk in India (A Study with reference toCommercial Banks) / April 2014
17	Mrs. R. Lakshmi / Impact of Globalisation on the Problems and Prospects of MSME Entrepreneurs (Astudy with reference to Chennai)/ Dr.R.Rangarajan/ University of Madras/ January 2015.
18	Mr. Sathyaseelan / Effectiveness of E-Learning on Training and Development Process–A study withspecial reference to Select IT companies in Chennai City/ Dr. R. Rangarajan / University of Madras/ January 2015
19	Mr. R. M. Duraiarasan / Role of Workforce Diversity and Job Involvement on

	Organizational Effectiveness – (A Study with Special Reference to Manufacturing Companies in Kancheepuram and Tiruvallur Districts) / Dr. R. Rangarajan / University of Madras / October 2016
20	Mrs. C. Jayamala / Impact of Emotional Intelligence and Knowledge Management on Employee Performance – (A Study with reference to Select Auto Components and Original Equipment Manufacturing Companies in Chennai, Tiruvallur and Kancheepuram Districts) / University of Madras / February 2017
21	Ms.R.B.Ayeswarya / Impact of Total Quality Management practices on Organisational Performance – (A study with referernce to Manufacturing Companies in Chennai, Thiruvallur and kanchipuram Districts) / Dr.R.Rangarajan / University of Madras / May 2017
22	Mrs.N.Sumathi / Impact of Strategic HRM Practices on Employee Performance – (A Study with special reference to Select IT Companies in Chennai City) /Dr.R.Rangarajan / University of Madras / July 2017
23	Ms.K.Sumathi / Effectiveness of Labour Welfare Measures – A Study With Special Reference to Neyveli Lignite Corporation (NLC) / Dr.R.Rangarajan / University of Madras / March 2018
24	Mr.A.Samuel / A Relationship between Human Capital Management and employee retention – A Study With special Reference to Select IT Companies in Chennai City / Dr. R.Rangarajan / University of Madras /November 2018
25	Mr.M.Suresh /"Relationship Between Leadership Styles And Commitment Of Employees In Chemical Industry – A Study With Reference To Tamilnadu." /Dr. R.Rangarajan / University of Madras /June 2019
26	Mrs.Juvitha Varghese /"Impact Of Servant Leadership On Employee Performance With Referece To Information Technology Companies In Chennai"/ Dr. R.Rangarajan / University of Madras /February 2020
MOTHER TERESA UNIVERSITY	
27	Mrs.Usha Rajagopalan / "Behaviour of Women Investors in Tamil Nadu" – A Study on Investments in Capital Market in the Changed Scenario / Dr.R.Rangarajan/ University of Madras/ March 2009
28	Ms.Cecily / "A Comparative Study on Women Investors Behaviour towards Indian ShareMarket and Mutual Funds"/ Dr. R. Rangarajan/ March 2014
29	Ms. Isabel Queen /"A Study of Quality of Work life, Organisational Commitment and Empowerment of Women Executives in Chennai"/Dr.R.Rangarajan/ August 2014
30	Ms. B. Barackath -"Customer Satisfaction on Retailing- A Comparative Study on Online Offline Businesses" /Dr.R.Rangarajan/ March 2015
DRAVIDIAN UNIVERSITY	
31	Mr. S. Rathina Kumar / Impact of Celebrity Advertisement on Sales Promotion and Consumer Buying Behaviour on Select Fast Moving Consumer Goods (with Special Reference to Chennai City) /Dr. R. Rangarajan / University of Madras / February 2017
AS CONVENER	
	Mrs. T. BENITA /"A Study on Impact of Strategic Management Practices on Organisational communication climate (with reference to select public and private sector banks in India." / Dr.R. Rangarajan / University of Madras / June 2017

8. No. of Ph.D Scholar Under my Guidance : Presently Guiding **08** students of Host Universities (1 – Part time and 7 – Full Time) for Ph.D Programme through University of Madras

Madras University		
S.No	Name of the Students	Month / Year of Registration
1.	Mr.S.Saravanan	July 2017
2.	Mrs.S.Saranya	July 2017
3.	Ms.K.M.S.Vinitha	July 2017
4.	Mr.K.Ayyappan	July 2017
5.	Mrs.G.Abirami	Jan 2019
6.	Mrs.J.Rubasree	July 2019
7.	Ms.Dhanya Mohan	July 2020
8.	Mrs.S.Revathy	Jan 2021

9. No. of M.Phil Awarded Under my Guidance : 68 Candidates

S.No	Name of the Candidates	Enrolment No.	Title	University/ Year
1.	K.P. Rajalakshmi	046040105	A Study to evaluate the effectiveness of promotional activities of coramandal cement-India Cement	Alagappa University July-2006
2.	Mrs.P.Aravindakshi	05RC01009	Behavior of Investors in Mutual funds at Chennai	Bharathiyar University Nov 2006
3.	V. Lakshmi Devi	C5MC01102001	A Study of Satisfactions of Credit Card Holders in the City of Chennai	Periyar University March -2006
4.	K.Nirmala	056030054	Impact of Capital Market reforms on investors in Chennai City	Alagappa university June -2006
5.	RajeevKumar (Mgt)	03DCG1042	A Comparative study between Public Sector and Private Sector Bank	Periyar University Jan – 2006
6.	N.Ramakrishnan (Mgt)	03DCG1043	A Study on the profile of consumer Buying Behavior and Market Analysis of Jeans	Periyar University Jan – 2006
7.	Jagada .K	AIA6094085	Quality Management in Automotive Industry	Madurai Kamaraj University, 2002
8.	Deepa .S.R	056040040	Factors Influencing Stress in Private Educational Institutions	Alagappa University July -2006
9.	Ms.P.D.Rajeswari	C056030052	Impact of Advertisement on	Alagappa

			Consumers Behaviors and Satisfaction	University December 2006
10.	Ms.N.Unnamalai Sangeetha	C056030045	Purchase and Post Purchase Behavior of Consumers of Two Wheelers in Chennai	Alagappa University December 2006
11.	S.Mahalakshmi	056040048	A Study on Consumer attitude towards advertisement Hoardings	Alagappa University July 2006
12.	B.Sangeetha	X4/MCM/14012	Marketing of soft drinks in Chennai City with reference to Pepsi, Thums up, Limca, Sprite & Seven –up – A Comparative Study	Madras University July 2006
13.	R.Venkatesan	K600022 Regular/DGVC	Problems and Prospects of Women Entrepreneurs in Chennai (A Perception Study)	Madras University Nov 2006
14.	V.Sukanya Kumari	056030249	A study on Potentials of E-Business in Chennai	Alagappa University April -2007
15.	C.Sharmila	056030244	A Study on the Potentials of Online gaming with Special reference to the SIFY Corporation in Chennai	Alagappa University April -2007
16.	S. Aruna Devi	066030497	A study on Behavior of Equity Investors in Chennai	Alagappa University June -2007
17.	S .Vidya	066030066	Improvement of the Women through Self Help group with Special Reference to Karur Co-Operative Bank	Alagappa University July -2007
18.	N.Rangarajan	066040587	A Study on Consumer Satisfaction of Cell Phone service providers in chennai	Alagappa University June -2007
19.	Christina Allwin	056040099	A Study on Consumer Satisfaction of Housing Loans with Special Reference to IOB Chennai	Alagappa University June -2007
20.	P.Asha	066030990	A Study on Consumer Based Brand Equity of Personal care Products with Special Reference to Tooth Paste.	Alagappa University August-2007
21.	G.Venkatesh	06DCCB1056	A Study on Behavior of Equity Investors in Chennai	Periyar University September 2007
22.	P. Bhavani Kumar	A7A6093057	A Study on effective in Advt., with Special reference to North Chennai Residents	Madurai Kamaraj University November

				2007
23.	S. Meera	A6RC000037	Impact of Economic Reforms on the Investors Behavior (With Special reference to School, Teachers in Chennai)	TamilNadu Open University January 2007
24.	L.Madhumitha	A7A6093058	A Comparative Study on Satisfaction level between Airtel and Aircel customers with Special Reference to North Chennai.	Madurai Kamaraj University December 2007
25.	K. Girija	066030346	A Study on Tourism in Chennai	Alagappa University February 2008
26.	Sudha	066031311	HRD Practices and its impact on Organizational effectiveness in IT Industry.	Alagappa University May 2008
27.	P. AravinLakshmi	05RCO1009	Behavior of Investors in Mutual Funds at Chennai	Bharathiyar University Feb.2007
28.	Yuvanrajan .M (Mgt)	06D24929	A study on Customer satisfaction of Personal Insurance Policies in Chennai	Bharathidasan university Jan 2008
29.	Ajith Prasad .S	06CD -2473	A study on Customer Satisfaction of Specialty Paper's	Bharathidasan University
30.	S.Suresh	06CD -24922	A Study on Investors Preferences Towards Portfolio	Bharathidasan University Jan 2008
31.	K. Vijayalakshmi	X5PBA14347	A Study on Financial Performance	Madras University
32.	P.Shanthi	X5PBA14346	A Study of Customer Satisfaction of Housing Loan with reference to Standard Chartered Bank	Madras University
33.	A.K.Manganyar Karasi	C6MC011020001	A Study of Satisfaction of Housing Loan Borrowers in Chennai	Periyar University Aug 2007
34.	J. Nirmala Devi	4090600408	Impact of Advt., on Consumer Behavior on satisfaction of Durable products in Chennai.	Annamallai University
35.	R. Revathy	6MC011020002	A study on Brand Loyalty towards L& T cement with Ref. to Dealers in Chennai City.	Periyar University
36.	S. Sathyabama	6MC011020004	Study of Marketing Analysis in News Paper in Tanjore Dist.	Periyar University
37.	A.E.Nivas	6MCS11020006	A Study on Volatility in Emerging Indian Stock Market	Periyar University
38.	Prema Raj	6MC011020007	A study on Foreign Investment , Investor and their impact on Indian Stock Market	Periyar University
39.	T.Valayapathi	6MC011020008	Role of Child artists in the Service marketing with ref. to LIC	Periyar University
40.	Sairabanu		A Study of Investors Behaviour towards Mutual Funds in Chennai	Madras University
41.	Venkatesh.G	6MC01102005	A Study on Behaviour of Equity	Periyar

			Investors in Chennai	University
42.	T.V.Sangeetha	6MC01102010	A Study on Accounts Receivable Management	Periyar University
43.	G .Mahaveer	6MC011020002	Consumer Reference towards Direct Marketing	Madras University
44.	Helena Mabel Rajini.S	066030463.	Consumer reference towards Direct Marketing	Alagappa University
45.	Tenzin Wangyal	23221013	-	Madras University
46.	Saraswathi.R	23221007	-	Madras University
47.	Geetha	2211006	A Study on Perception of Students towards Entrepreneurship	Madras University
48.	Bhuvaneshwari	22211002	A Study on Labour Welfare Facilities provided to the Employees of Integral Coach Factory	Madras University
49.	Deepa Priya	22211003	A Study on Motivational Factors influencing work behaviour of Employees	Madras University
50.	Selvaraj .R	22212016	A Study on Causes of Stress among Metropolitan Transport Corporation (MTC) bus drivers in Chennai City	Madras University August 2013
51.	Vijayalakshmi. B	22212021	A Study on investment behaviour of Households in Chennai City	Madras University August 2013
52.	Gowthami .S	22212007	A Study on Effectiveness of Communication in the Organization With Specific Reference to Chennai petroleum Corporation Limited, Chennai	Madras University August 2013
53.	Ngawang Lhakyi	22212012	A Study on Organisational Commitment of Employees Working in IT Sector With Reference to Chennai	Madras University August 2013
54.	Mohanapriya .S	22212011	A Comparative study on Rewards and Motivation of teachers working in Schools in and around kodambakkam Area	Madras University/ 2013
55.	Anupriya .J	22213001	A Study on Cause and Effects of Employees turnover in Manufacturing Industry with Specific Reference to Ashok Leyland in Chennai	Madras University/ 2014
56.	Priyadharshini .C	22213009	A Study on Work Life balance of Sales person with Specific reference to Select retail textiles outlets in T.Nagar , Chennai	Madras University/ 2014
57.	Shamili .S	22213011	Impact of Interpersonal relationship on Effective Sterss management of Women Employees working in export in Garment Industry	Madras University/ 2014

58.	Aruneeswari .K	22214002	A Study on Factors Influencing Employee Loyalty towards Organisational Commitment	Madras University/ 2015
59.	Revathi. S	22214008	A Study on Effectiveness of Grievances Handling Mechanism of Job Satisfaction	Madras University/ 2015
60.	Mrs. Gayathri		A Study on Implementation of GHRM and Employees involvement in GHRM with Spl reference to IT Sector in Chennai	Madras University/ 2016
61.	Mr. Sridhar	22215018	A Study On Impact of Work Load and Job Stress On Employee Turnover IT Sector	Madras University/ 2016
62.	Ms. S. Dharani	22216004	An Analysis of Effectiveness of Labour Welfare measures and its Impact on employee Performance (a Study with Printing and Packaging Limited Chennai)	Madras University/ 2017
63.	Ms.P. Suganya Priya	22217010	A Study on Professional satisfaction , Challenges of Event managers to Sustain their business Opportunity (With Special Reference to Chennai city)	Madras University/ 2018
64.	M. Janani	22218003	A study on Work Life Balance & its implications on Well being of Mothers Working as Nurses with special Reference to Chennai City	Madras University/ 2019
65.	P. Vijayalakshmi	22218011	A study on Employee's emotional & Physical Strength and its impact on their performance with special reference to Online Food Delivery Employees in Chennai City.	Madras University/ 2019
66.	Harini .S	22218002	A study on Employer Branding Through Social Networking sites with special reference to Gen Z among Chennai City	Madras University/ 2019
67.	N.Bhuvaneshwari	22219001	A Study on Employees' Safety and Healthcare at Workplace (with reference to Ashok Leyland in Chennai City)	Madras University/ 2021
68.	M.Elakiya	22219002	A Study on Effectiveness of Employee Engagement in the Workplace (With Special Reference to Firstline Infotech Pvt Limited)	Madras University/ 2021

10. Research Project : Completed Major Research Project (MRP)
(Funding Agency - UGC)

S.No.	Period	Sanctioned Amount	Topic/Title
1.	1-2-2011 To 28-02-2013 (2 Years)	Rs.3,66,200/-	Relationship Between success Factors and HRM Competencies of Women entrepreneurs in Network Marketing Industry. (A Study with Reference to Selected Entrepreneurs in Chennai)

11. No. of Awards Received from Various Institutions : 13

S.No.	DETAILS OF AWARDS RECEIVED
1.	Received Teacher Achievement Award – 2014 on March 07, 2015 from Navraj Educational and Charitable Trust
2.	Received BEST FACULTY AWARD 2013-14 from Indian Academic Researchers Association (Unit of SELP Trust) Trichuchirapalli for distinguished service rendered.
3.	Also received “ BEST FACULTY AWARD 2013 ” from Navraj Educational Trust, Coimbatore for the most excellent contribution to the field of Commerce .
4.	In addition, received the “ BEST TEACHER AWARD 2013 ” from Lions Club, Chennai.
5	Received “ RAJIV GANDHI GOLD MEDAL AWARD 2013 ” from GEBRA, for the best academic contribution in the field.
6	YOUNG MANAGEMENT SCIENTIST AWARD 2012 ”from Smart Journalof Business Management Studies, Bharathidasan University, Tiruchirappalli.
7	LIFE TIME ACHIEVER AWARD April 2019 from Indian Academic Researchers’ Association, Tiruchirappalli.
8.	Best Professor Award from ESN Publications, September 28th 2019, In appreciation and recognition of outstanding performance in teaching.
9.	“ Adarsh Vidhya Saraswathi Rashtriya Puraskar “Awarded by Global Management Council , Ahmedabad, December 2019.
10.	“ RESEARCH ADVISOR EXCELLENCE ” awarded by Vivekananda college of arts and science for women, Tiruchengode, Tamilnadu, 6th February, 2020
11.	EXCELLENT AND DEDICATED PROFESSIONAL ACHIEVEMENT awarded by Global research foundation, Delhi, on September 5th,2020
12.	“ GMRAF RESEARCH SUPERVISOR EXCELLENCE AWARD ” awarded by Global Multidisciplinary Research & Academic Foundation, Chennai, Tamil Nadu, 13th March,2021
13.	“ BEST FACULTY AWARD 2021 AS A PROFESSOR FOR THE EXCELLENCE IN HIGHER EDUCATION ” awarded by International Society for Green, Sustainable Engineering and Management,Kolkata, April 2021

12. Book Authored : 01


Book/ Title Author	Name of the Publisher	Total No. of Pages	Year	Text/ Ref Book	Co-Author
Corporate Accounting	S.Vishvanathan,Printers and Publishers Pvt.Ltd	260	2007	Book	Dr. V. Chandrasekar

13. Books Edited: 04

Name of the Publisher	Book Title /Author	Total No. of Pages	Year	Text/Ref Book	Editors
Neithal Pathippagam Chennai-600 005	Edited Volume- I Titled “Emerging Trends in E-Commerce”	718	March 2011	Book Volume No.1 ISBN No. 978-93-80890-26-5	Dr. S. Gurusamy & Dr. R. Rangarajan
Neithal Pathippagam Chennai-600 005	Edited Volume- II Titled “Emerging Trends in E-Commerce”	740	March 2011	Book Volume No.2 ISBN No. 978-93-80890-27-2	Dr. S. Gurusamy & Dr. R. Rangarajan
Sai Publications Chennai	Strategic Human Resource Management (SHRM) – Riding the power shaping the HR Mission –Global Perspective	412	Dec 18&19 2013	Book Volume No.1 ISBN No.978-81-925376-8-9	Dr. S. Gurusamy & Dr. R. Rangarajan
University of Madras	Entrepreneurship In India- Road Ahead	461	March 2013	Book Volume No.1 ISBN No.978-93-81992-06-7	Dr. S. Gurusamy & Dr. R. Rangarajan

14. Additional Post in the Past and Present:

S.No.	Post Held	Responsibilities
1.	Dean I/c, College Development Council (at Present)	<ul style="list-style-type: none"> ✚ To serve as an academic guide to the colleges and act as a link between university and affiliated colleges. ✚ To Inspect for the purpose of granting affiliation for a fresh college. ✚ Review the reports of the colleges submitted by the experts appointed by the Vice-chancellor to grant the facilities and suggest remedies. ✚ Prepare Annual Report for the functioning of College Development Council during the year and submit the same to the university and UGC
2.	Professor and Head I/c, Centre for Infrastructure Management Studies	<ul style="list-style-type: none"> ✚ To Coordinate and facilitate all the activities of the infrastructure department.
3.	Co-ordinator – IDE Examinations	<ul style="list-style-type: none"> ✚ To prepare and announce in advance the calendar of examinations ✚ To arrange for printing of question paper ✚ To arrange to get performance of candidates at the examinations properly assessed and process the results and such other duties as assigned by the authorities.

4.	Dean Endowments	 Monitoring and regulating various scholarship schemes and to channelize them for the welfare of the needy students.
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15. Journal Publications as Single author (During 2017-2018) : 11 No's
(With ISSN No & ISBN No.)

S.No	Title of the Article /Journal Name/Author Name /Volume & Issue no. / Month & Year	ISSN & ISBN NO.
01	Determination of Organisational Communication Climate In Indian Banking System / IOSR Journal of Business and Management (IOSR -JBM) / Dr.R. Rangarajan/ Volume 19, Issue 9. Ver. II/PP 45-51/(September 2017)	e-ISSN: 2278-487X, P-ISSN: 2319-7668.
02	Antecedents Of Total Quality Management In Manufacturing Sector-A StudyWith Reference To Chennai/Kaveripakkam Journal Of ManagementResearch/Dr.R. Rangarajan / Volume 7,Issue No.25/Pp1-9 (Oct-Dec-2017)	ISSN 2249-6459
03	A study on Strategic Management Practices in Private and Public SectorBanks With Special Reference To Chennai City/ International Journal ofResearch/ Dr.R. Rangarajan /Vol-05 , Issue-03 /pp-11046-11049January 2018	ISSN 2348-6848
04	Attitude of Passengers Towards Railway Service- A study With Reference to Chennai Beach to Tambaram Suburban Train Service/ International JournalOf Current Advanced Research/ Dr.R. Rangarajan/ VOL-7 ISSUE-3(1) pp-77-81/March-2018	ISSN-2319-6505
05	An Analysis of Causes Of Stress And its Management Techniques Adopted By College Teachers (With Special Reference to Select Self Financing Colleges in Chennai City)/ International Journal For Science And Advanced Research In Technology/ Dr.R. Rangarajan/ VOL-04,Issue-04,p.no-478-488/ APR-2018/	ISSN-23951052
06	A Study on Work life Balance of Working Women-With Special Reference toChennai City/ International Journal of Creative Research Thoughts/ Dr.R.Rangarajan /VOL-6 ISSUE-2/p.no-27-35/ APR-2018/	ISSN-2320-2882
07	A Study on Work Stress of Delivery Employees –A Special Reference to Select Pizza Restaurants in Chennai City/ Innovative Management Practices And Creative Thinking// Dr.R. Rangarajan / ISSUE-36 APRIL 2018/	ISBN 978-93-84797-70-6
08	An Analysis of Socio-Economic Life Style And Professional Satisfaction of Auto rickshaw Drivers in Chennai City/ International Journal of Emerging Technologies and Innovative Research/ Dr. R. Rangarajan/ VOL-5MAY-2018	ISSN-2349-5162
09	A Study on Quality of Work Life of the Employees Working in Tasmac Shops in Chennai City/International Journal of Scientific Research and Review/ Dr.R.Rangarajan / Vol -7 May -2018/P-262-268	ISSN -2279543X
10	A Study on Job Stress And Job Satisfaction in Transport Sector-With Special reference to MTC Bus Drivers In Adyar depot/Mirror/Dr.R.Rangarajan/ VOL -8 No.4 /p.no-160-166/June 2018/	ISSN-2249-8117
11	An empirical investigation on identifying reasons for attrition through exit interviews: A case study of Coimbatore metal works	ISSN-2455-3085

limited, Coimbatore. / Research Review International Journal Of Multidisciplinary (Online)/ Dr.R.Rangarajan VOL-03 /ISSUE-07/JULY-2018/P-245-252	
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16. Journal Publications With Co- Author : 36 No's with ISSN & ISBN NO.

S.No	Title of the Article/Name(s) of the authors as in the Publications /Name of the Journal, Volume, Issues, Year, Page No.	ISSN & ISBN No.
1.	SWOT of Factoring Services in India /Dr.R.Rangarajan & Ms.S.Gomathi/ Banking Finance / Kolkotta / Vol.XX, No.11 /pp 10-15 /Nov. 2007	0971-4498
2.	An Insight Into Demerger/ Dr.R.Rangarajan & Ms.R.Uthra/ Banking Finance / Kolkotta / Vol.XIX, No.4/pp- 11-12 / April 2006	0971-4498
3.	Is Employees' Stock Option (ESO) Beneficial for Employees? /Dr.R.Rangarajan & Ms.S.Chandrakala/ Banking Finance / Kolkotta/ Vol.XIX No.3, pp 10-11/ March 2006	0971-4498
4.	Mutual Fund an Overview / Dr.R.Rangarajan / Banking Finance / Kolkotta / Vol.XVI No.10, PP 6 /October 2003	0971-4498
5.	Investment Criteria – A Birds Eye Approach / Dr.R.Rangarajan / Banking Finance / Kolkotta / Vol.XVI No.3,pp 9 / March 2003	0971-4498
6.	Merger – Motives and Benefits /Dr. R.Rangarajan / Banking Finance / Kolkotta / Vol. XV No.10, pp 6&7/ Oct.2002	0971-4498
7.	Personal Audit –Its Importance /Dr.R.Rangarajan/ The Economic Challenger /No.4, Issue 16/ July to Sep. 2002/pp 53&54	RNI No.70869/98
8.	Analysis of Investors Behavior Pattern in Tamil Nadu / Dr. Pratapsingh Chawhan & Dr.R.Rangarajan / Indian Journal of Accoutning Ujjain /Vol.XXXII/ pp 78-80/June 2002	0972-1479
9.	Asset Liability Management in Banks – A case study of Indian Overseas Bank/ Dr.R.Rangarajan / Banking in New Millennium Edited by Dr.S.Gurusamy / pp 84-91/Dec 2001	
10	Rural Marketing Communication in India – Problems and Strategies /Dr.R.Rangarajan & Mr.J.Srinivasan / SRM Management Digest/ Vol.5, pp 17-21/April 2007	0973-6905
11	Factors influencing Women Investors in Capital Markets – A study with reference to Chennai City / Dr.R.Rangarajan & Mrs. Usha / SMART – Journal of Business Management Studies, Vol.5 Issue No.2, pp-53-59, July to Dec.2009	09-73-1598
12	Impact of Foreign Institutional Investors in the Globalised Indian Capital Markets/ Dr.R.Rangarajan & Mr. B.Srinivasan/ SMART – Journal of Business Management Studies, Vol. 7, pp 30-37, Jan –June 2011	09-73-1598
13	Buying Behaviour of Daily Consumables and Durables in Chennai/ Dr.R.Rangarajan & Mr.Rathinakumar , Southern Economist,Golden Jubilee year of publication, Vol.50, No.6, pp- 31 – 34, July 15th 2011	0038-4046
14	The Role of Organization in Empowering Women Executives/ Dr.R.Rangarajan & Ms. V.T. Isbell Queen/ Journal of Business Research- DBJC, Vol.2, Issue No.2/pp 31-33, July –Sep 2011	2248-9711
15	Impact of Liberalization on the Behaviour of Investor towards Mutual Fund investments/ Dr.R.Rangarajan & Ms. S. Cecily/ Journal of Business Research- DBJC, Vol.2, Issue No.2/pp 24-26, July –Sep 2011	2248-9711
16	Investor`s preference towards Mutual funds/ - Golden Jubilee year of publication / Dr.R.Rangarajan & Ms. Cecily Dennisraj/ Southern Economist, Vol. 50 /pp 9-12/ Feb 1st, 2012	0038-4046

17	Factors Influencing Quality of work life of Women College Teachers in Chennai Dr.R.Rangarajan & Ms. V. T. Isabel Queen/ Southern Economist, Vol. 51 Issue Number 8, pp 25-28/August 15th 2012	0038-4046
18	Is Modern Administration Necessary or Not – With specific reference to Tamil Nadu Civil Supplies Corporation / Dr.Prataphsinh Chauhan / Dr.R.Rangarajan/ Management Trends, An International Bi-Annual Referred Journal of Department of Business Management, Volume 9, Issue 2, pp-1-9, Dec.2012	0973-9203
19	Effectiveness of Workers participation in Management Decision Making Process – A Myth or Reality? / Dr.R.Rangarajan / DBJC Journal of Business Research / Volume 1 No.1, Issue 9, Quarterly Journal June-August 2013	2248-9711
20	A Study on Perception towards Training and Development – with specific reference to HCL Technologies ltd., Chennai) / Dr. R. Rangarajan & D. Sathyaseelan / Kaveripakkam Journal of Management Research / Spe.2013/	2249-6459
21	Comparative Study on E-Learning Training with Traditional Training. Dr. R. Rangarajan & D. Sathyaseelan, NIMS Journal of Management Research, June- 2013,Pp. 38-42,	2278-2362
22	Creativity and Innovation of Entrepreneurs Dr. R. Rangarajan / R.Lakshmi / Sumedha Journal of Management /Sep- Dec.2013 / Volume 2	2277-6753
23	Impact of Emotional Intelligence on Employee Performance / Dr. R. Rangarajan & C. Jayamala / Sumedha Journal of Management / Jan – March – 2014 / Volume 3, Issue 1, pp-76-81	2277-6753
24	A Study on Constructive and Off-Putting aspects of Performance Appraisal / Dr.R.Rangarajan & C.Jayamala/ IJARRAS Journal International Journal of Advanced Research in Arts & Science, Volume I, Issue – 1, pp 80-94.	2349 – 3380
25	Impact of Strategic Human Resource Practices or Organisational Commitment in Private Sector Enterprises / Dr.R.Rangarajan & N. Sumathi / International Journal of Business Intelligence and Innovations/ Volume 2 Issue March 2014, pp 173-181	2348-4705
26	Influence of Emotional Intelligence on Business Sustainability of Entrepreneurs: A Study with special reference to select Entrepreneurs in Chennai /Dr. R. Rangarajan & C. Jayamala /Management Insight/Dec 2014/Volume .X, Issue 2, pp-1-10	0973-936X
27	A Study on Factors Influencing the Modern-Day Work Schedule of Workforce Diversity at Workplace/ Dr. R. Rangarajan & R.M.Duraiarasan/IFRSA Business Review/ Dec 2014/Volume .4,Issue 4, pp- 480-483	2249-5444
28	Impact Of Leadership Style On Employment Commitment In Manufacturing Companies –A Study With Reference In And Around Chennai City/ Dr. R. Rangarajan / DB Jain Institute Of Management/ Southern Economist Journal /March 2016	0038-4046
29	Determinants of Human Capital Management in IT Companies of Chennai City/ Dr. R. Rangarajan & Samuel. A/DBJC Journal of Business Research/December 2016/Volume I No. 1, Issue No. 23, pp – 21 – 25	2248-9711
30	Influence of Leadership on Organizational Cultural in Chemical Industry (A Study with reference to Chennai) / Dr. R. Rangarajan & M.Suresh DBJC Journal of Business Research /Volume No. 1, Issue No. 21, pp: 38 – 42.	2248 – 9711

31	Leadership style on job characteristics-a study with reference to IT companies in Chennai/ Dr.R.Rangarajan/ International Journal of Multi Disciplinary research review, December-2016	2395-1877
32	The Impact of Training Programme on Workers Performance with Special reference to Production Department workers of Besmak Components Private Limited/Dr.R.Rangarajan & Janani.M / International Journal of Research and Analytical Reviews/pp-196-200/March 2019	2348-1269
33	A study on awareness and challenges faced by job seekers using e-recruitment websites and portals with special reference to Chennai city/Dr.R.Rangarajan & P.Vijayalakshmi/International Journal of Research and Analytical Reviews/pp-297-304/March 2019	2348-1269
34	A study on employees perception on talent management practices in banking sector with special reference to Indian bank(corporate branch)/Dr.R.Rangarajan & S.Harini/International Journal of Research and Analytical Reviews/pp-412-418/March 2019	2348-1269
35	Work From Home - a Paradigm Cultural Shift (An Empirical Study with reference to IT Employees)/Dr.R.Rangarajan & S.Saranya/Mukt Shabd Journal/Volume 9/Issue IV/April 2020	2347-3150
36	A study on Stress, Depression & Anxiety Level of UGC NET Aspirants and Its Impact on Their Performance/ Dr.R.Rangarajan & M.Elakkiya/Wesleyan Journal of Research/ Volume 14 No.1 (IX) / February 2021	0975-1386

17. **Conference Publication** : 42 Nos (with ISBN No.)

S.No	Title of the Paper / Conference Held at	Name of the Journal	Year	ISBN NO.	Page No	Co-Author
1	Risk Management In Banks Conference held at Department of Accounting and Finance and Bank Management, Ramakrishna Mission, Vivekananda College	Edited Volume of Recent Developments In Banking and Financial Sectors – Its Impact on other Sectors	20 th Jan 2011	81-907924-4-X	32 2- 32 6	Mrs. S. Santhi
2	Managing Negative Behaviour at Workplace. National Level Seminar Held at Department of Management, Hindustan College of Arts & Science, Coimbatore.	Edited volume of Application of Modern Management Thoughts.	24 th Feb 2011	978-81-909150-7-6	11 4- 11 6	Mrs. S. Santhi
3	Customer Relationship Management Conference Held at Department of Commerce, Government of Arts and Science College, Burgur, Krishnagiri.	Edited volume of Global competitiveness in business, Trends and Traits	10 March 2011	1667-651-207	19 6- 19 8	Ms. Ranganayaki
4	Organisational Culture Conference held at Voorhees College, Vellore	Edited Volume of Organisational Values, Vision and Culture – New Perspective	2009	978-81-8450-188-9	12 6- 13 6	Mrs. R. Usha
5	Role of Technology in Banking	Edited volume of International	20 th August	13-978-81-910561-2-9	13- 16	Ms. R. Lakshmi

	Held at of PG And Research Department of Commerce and CS, D.B. Jain College. Chennai	Conference On Emerging Trends And Practices in Management	2011			
6	A Strategic Approach to Manage Work related Stress Conference held at PG And Research Department of Commerce and CS, D.B. Jain College. Chennai	Edited volume of International Conference On Emerging Trends And Practices in Management	20 th August 2011	13-978-81-910561-2-9	76 - 81	Ms. R. Padmaja
7	The Emerging Role and Practices of the HRM Professionals in the Ever Changing Corporate World Conference held at PG and Research Department of Commerce and CS, D.B. Jain College. Chennai	Edited volume of International Conference On Emerging Trends And Practices in Management	20 th August 2011	13-978-81-910561-2-9	82 - 83	Ms .Saraswathi Raju
8	Hedging Inflation risk in Indian Financial Market. Conference held at Department of Commerce, Pondicherry University	Edited Volume of Financial Derivatives Market and Application	2011	978-81-8387-482-3	13 6-14 4	Mr. B. Srinivasan
9	Women Entrepreneurs and Micro Finance in India Conference held at Department of Commerce, Quaid-E-Millath Govt. College for Women, Chennai.	Edited Volume of First International Conference on Global Issues and Challenges in Business Scenarios	14 th & 15 th March 2012	978938119 5178	67-70	Ms. Lakshmi
10	A Study on Time Management as a	Edited Volume of First International	14 th & 15 th March 2012	978938119 5178	82-84	Ms. Padmaja

	Tool for Stress Relief Conference held at Department of Commerce, Quaid-E-Millath Govt. College for Women, Chennai	Conference on Global Issues and Challenges in Business Scenarios				
11	Online Brand Awareness in Consumer Decision Banking Conference held at Department of Commerce, Quaid-E-Millath Govt. College for Women, Chennai.	Edited Volume of First International Conference on Global Issues and Challenges in Business Scenarios	14 th & 15 th March 2012	978938119 5178	21 3- 21 5	Ms. Barackath
12	Global Dimensions of HR and Its Impact in India Conference held at Department of Commerce, Quaid-E-Millath Govt. College for Women, Chennai.	Edited Volume of First International Conference on Global Issues and Challenges in Business Scenarios	14 th & 15 th March 2012	978938119 5178	23 6- 24 0	Mr. Sathayaseelan
13	Stress Management Conference held at Department of Commerce, Quaid-E-Millath Govt. College for Women, Chennai.	Edited Volume of First International Conference on Global Issues and Challenges in Business Scenarios	14 th & 15 th March 2012	978938119 5178	34 0- 34 1	Ms. Ranganayaki
14	Impact on Consumer Psychological Behaviour on Purchase Decision Conference held at Department of Commerce, Quaid-E-Millath Govt. College for Women, Chennai.	Edited Volume of First International Conference on Global Issues and Challenges in Business Scenarios	14 th & 15 th March 2012	978938119 5178	24 9- 25 0	Ms. Ponnarasi
15	Implicit of Psychological Approach towards Consumer Choice based on Television Advertisements.	Edited Volume of First International Conference on Global Issues and Challenges in Business Scenarios	14 th & 15 th March 2012	978938119 5178	25 1- 25 4	Ms. Ponnarasi

	Conference held at Department of Commerce, Quaid-E-Millath Govt. College for Women, Chennai.					
16	A Study on the Role of Human Resource Development in India- A Perspective View International Conference held at JKKN College of arts and science, Kumarapalayam, Namakkal.	Edited Volume of Changing Scenario of Corporate Management	2012	978-93-80406-89-3	36-41	Mrs. R . Lakshmi
17	Does Emotional Intelligence Reflects in Gender? National Conference on Emerging Trends in HR Practices – A Road Ahead, University of Madras, Department of Commerce, Institute of Distance Education, Chennai – 5	Edited Volume of HR Practices – Emerging Trends	15 th March, 2013	978-81-8094-191-7	51-58	Mrs. C. Jayamala
18	Green Products and Green Environment	Edited Volume of Corporate and Business Response to Climate Change	2013	978-81-9080-823-1	138-141	Mrs.A.C.Ranganayaki
19	Socially Responsible Investments in Mutual Funds – Know Your Values	Edited Volume of Corporate and Business Response to Climate Change	2012	978-81-9080-823-1	200-203	Mrs.S.Santhi
20	Eco Tourism and Its Sustainable Development	Edited Volume of Corporate and Business Response to Climate Change	2014	978-81-9080-823-1	481-485	Mrs.R.Lakshmi
21	An Overview of the problems faced by Micro and Small Business while applying the concept of Eco friendly techniques	Edited Volume of Corporate and Business Response to Climate Change	2012	978-81-9080-823-1	385-389	Mrs.R.Padmaja

22	Impact of workforce diversity and commitment of employee's on organisation performance (with specific reference to IT sector employee's in Chennai) held at D.B. Jain College. Chennai	Edited volume of Performance Management System	29 th March 2014	978-81-910561-5-0	Mr. R.M. Duraiarasan
23.	Motivational leadership among the employees in IT companies-a study with reference to Chennai city.- /	International Journal of Commerce and Management organized by Drbccc Hindu college./	Feb 2017	0975-2617	N.suresh
24.	Swatchh Bharat-A Massive Step Towards Clean India/	National Conference On "Sustainable Development: Innovations Practices And Technology"/	November 2017.	ISSN 2249-8672	S.Saranya
25.	Niche marketing-getting bigger by acting smaller/ International conference on Recent Trends in commerce.	International Journal of business Intelligence and Innovations."	December 2017.	ISSN 2348 4705	S.Saranya
26.	Green Marketing-An Overview/ International conference on Recent Trends in commerce--//	."International Journal of business Intelligence and Innovations."	December 2017.	ISSN 2348 4705.	K.M.S.Vinitha
27.	Addiction To Internet And Literature Review Of Neuro Imaging Studies/	National Seminar On Consumer Awareness On E-Instruments And Health./ Alpha Arts And Science College – Chennai/--/	February 2018	ISSN	K.M.S.Vinitha
28.	Pygmalion Effect in HRM//	International Conference On Emerging Trends in the Domain of Business Analytics/Thiruthangal Nadar college – Chennai/	February 2018	ISSN 2348 4705	K.M.S.Vinitha &S.Saranya

29.	Cross cultural shift – An Alarming social change in Managing the Human Resources	International Conference On India and Global Economy – Issues and Challenges/ Organised by Department of Economics and Business Economics/ Dwaraka doss Goverdhan Doss Vaishnav college/	March 2018	ISBN 978- 3-659- 26231-9	S.Saranya
30.	Work-life balance practices in order to improve organisation performance.	National conference on “business innovation and sustainability in the 22lobalization scenario”- Dharmamurthi Rao Bahadur Calavala Cunnan Chetty’s Hindu College Pattabiram, - chennai	24 th February 2018	ISBN	K.Ayyappan.
31.	Digital auditing and Reporting	Innovation and emerging trends in global business-opportunities and challenges –international conference –Hindustan College of Arts and Science.	30 th August 2019		S.Raja
32.	What Holds Women Back at workplace? The Glass Ceiling Effect?	National Level Conference on Emerging issues on the Road Map for a 5 trillion Economy in India- conducted by VELS university/UGC Care list A/Web of Science/Adalya journal	17 October 2019	ISSN 1301- 2746	S.Saranya
33.	A Study on Work Life Balance of College Students as Part Time Workers- Special Ref. Arts & Science College	SRM	09/08/2019	ISSN 2349 – 5138/ E - ISSN 2348 - 1269	K.Ayyappan.
34.	A Study on the Perception of Government Employees Towards Contribution Pension Scheme (CPS) A Study With Special Reference to Chennai City	SRM	09/08/2019	ISSN 2349 – 5138/ E - ISSN 2348 - 1269	S.Saravanan

35.	A Study on LIC Policy Holders Perception Towards Service Quality Dimensions With Special Reference to Chennai City	SRM	09/08/2019	ISSN 2349 – 5138/ E - ISSN 2348 - 1269	K.Ayyappan.
36.	A Study On Professional Support, Encouragement and Career Motivation of Women Cricketers.	St.Joseph’s College (Arts Science)/ International Conference on Recent innovations in Multidisciplinary Studies.	4.03.2020		K.M.S.Vinitha
37.	A Study On HRM Practices On Handloom Employees with reference to Rajapalayam	St.Joseph’s College (Arts Science)/ International Conference on Recent innovations in Multidisciplinary Studies.	4.03.2020		K.Ayyappan
38.	A Study on Employee Retention Strategies in Automobile Service Sector with Special Reference to Chennai City.	St.Joseph’s College (Arts Science)/ International Conference on Recent innovations in Multidisciplinary Studies.	4.03.2020		Abirami.G
39.	Professional Stress Of Higher School Teachers in Adopting New Syllabus of the Subject Introduced by Government with reference to Chennai city	St.Joseph’s College (Arts Science)/ International Conference on Recent innovations in Multidisciplinary Studies.	4.03.2020		S.Saravanan
40.	A Study on Employees Perception Towards Corporate Social Responsibility	Department of Management Studies/Madras University/”Emerging Trends and Practices of Business Leadership in the Digital Era.”/One Day International Conference	6.03.2020		J.Rubasree
41.	A Study on Job Satisfaction During Work from Home (With Special Reference to IT Employees)	Post Graduate Department of Commerce- Jamal Mohamed College/ International Conference on Advancement in Business in the Digital ERA 2021	17/02/2021	ISSN :2249-6661 Vol -44 No.-01 (III) Page No 82-92	M.Elakkiya

42.	An Empirical Study on the Impact of Job Satisfaction on the Employee Performance with Special Reference to Call Centre Employees in Chennai City	Post Graduate Department of Commerce- Jamal Mohamed College/ International Conference on Advancement in Business in the Digital ERA 2021	17/02/2021	ISSN :0975-1386 Vol -14 No.-01 (XVII) Page No 99-109	Bhuvaneshwari.N
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18. Conference Attempted : 50 NOS

S No.	Institution	Date	Level & Theme	Paper Title
1.	Department of Commerce and International Business, University of Madras	17-12-2004	UGC Sponsored National Level	Modern Advertising and its influence on ethical values
2.	Kumara Rani Meena Muthaiah College of Arts and Science, Chennai – 600 008	28-01-2005	National Level	Globalization – Opportunities and Emerging Trends
3.	Kumara Rani Meena Muthaiah College of Arts and Science, Chennai – 600 008	28-01-2005	National Level	Impact of WTO Agreement on Indian Economy
4.	Kumara Rani Meena Muthaiah College of Arts and Science, Chennai – 600 008	28-01-2005	National Level	Invasion of Foreign Universities – Current Scenarios in India (
5.	Department of Commerce Periyar University, Salem – 636 001	02-02-2005	UGC Sponsored National Level	Marketing Problems of Financial Services in India – Factoring and Forfeiting
6.	AVVM Sri Pushpam College, Poondi – 613 503, Tanjore Dist.	18-02-2005 & 19-02-2005	UGC Sponsored National Level	Regulatory Mechanism of NBFC's

S No.	Institution	Date	Level & Theme	Paper Title
7.	AVVM Sri Pushpam College, Poondi –613503, Tanjore District.	18-02-2005 & 19-02-2005	UGC Sponsored National Level	SWOT of Factoring Services in India – with Special reference to SBI Factoring
8.	DKM College for Women, Department of Commerce, Vellore – 1	11-08-2005 & 12-08-2005	UGC Sponsored National Level	Emerging Trends in Globalized Commerce Education – Focusing on Areas of Research.
9.	Erode Arts College (Autonomous), Dept., of Commerce, Erode – 638 009	02-09-2005 & 03-09-2005	UGC Sponsored National Level	VAT in India – A Critical Study
10.	Erode Arts College (Autonomous), Dept., of Commerce, Erode – 638 009	02-09-2005 & 03-09-2005	UGC Sponsored National Level	Implementation of VAT in India
11.	Madras Christian College (Autonomous), Chennai.	20 th & 21 st 21-09-2005	National Level	TQM in Higher Education
12.	Anna Adarsh College for Women, Anna Nagar, Chennai – 600 040	22-09-2005	National Level	An Imperative to Success in Life Insurance Business - SWOT
13.	Anna Adarsh College for Women, Anna Nagar, Chennai – 600 040	22-09-2005	National Level	SWOT Analysis of Financing of Self Help Groups by Banks
14.	Department of Commerce & International Business University of Madras, Chennai 600 005.	09-12-2005	UGC Sponsored National Level	Rural Marketing Communication in India Problems and Strategies
15.	Department of Commerce & International Business University of Madras, Chennai 600 005.	09-12-2005	UGC Sponsored National Level	Strategies for Effective Rural Marketing
16.	Department of Commerce & International Business University of Madras, Chennai 600 005.	09-12-2005	UGC Sponsored National Level	Critical Challenges in Marketing Consumer Goods in Rural India
17.	Justice Basheer Ahmed College For Women, Chennai- 600 018	16-02-2006 & 17-02-2006	National Level	Information Technology In Business Process

S No.	Institution	Date	Level & Theme	Paper Title
18.	Department of Management Studies University of Madras, Chennai 600 005.	23-02-2006 & 24-02-2006	UGC Sponsored Golden Jubilee National Level	Emerging Management Paradigms- Balance Scorecard As The Measure Of Performance
19.	M.O.P. Vaishnav College For Women, Chennai – 600 034	25-02-2006	National Level	CRM – A Novel Way To Success In Automobile
20.	M.O.P. Vaishnav College For Women, Chennai – 600 034	25-02-2006	National Level	CRM In Indian Banks With Special Reference To SBI
21.	M.O.P. Vaishnav College For Women, Chennai – 600 034	25-02-2006	National Level	CRM As A Market Strategy
22.	D.B. Jain College (Autonomous), Chennai – 600 097	06-10-2007	UGC Sponsored National Level	Ethics in Work Place
23.	D.G. Vaishnav College, Arumbakkam, Chennai –600106	17-12-2007 & 18-12-2007	National Level	Know Your Customer Norms – Anti Money Laundering
24.	D.G. Vaishnav College, Arumbakkam, Chennai – 600 106	17-12-2007 & 18-12-2007	National Level	Technological Augmentation in Service Sector
25.	Department of Commerce & International Business University of Madras, Chennai 600 005.	18-02-2008	UGC Sponsored National Level	The Future of Super Markets – A Sparkling Ongoing Business
26.	Department of Commerce Periyar University, Salem – 636 001.	13-03-2008 & 14-03-2008	National Level	Content Based Pricing of Services on Mobile Internet
27.	Department of Economics Gandhigram Rural University.	27.03.2008	UGC Sponsored National Workshop	Globalization – Is it Boon or Bane
28.	Voorhees College, Vellore	15.04.2008 & 16.04.2008	UGC Sponsored National Seminar	Concepts of Organization Culture & Climate
29.	Voorhees College, Vellore	15.04.2008 & 16.04.2008	UGC Sponsored National Seminar	Organizational Values, Vision & Culture
30.	Voorhees College, Vellore	15.04.2008 & 16.04.2008	UGC Sponsored National Seminar	Organizational Culture – A Study

S No.	Institution	Date	Level & Theme	Paper Title
31.	V.H.N.S.N College, Virudhunagar.	7 th ,8 th , 9 th August-2008	UGC Sponsored National Seminar	Impact of Globalization on Academic Freedom
32.	Annamalai University, Chidambaram.	06-09-2008	National Seminar	Influence of CRM & Customer service in private Bank
33.	Annamalai University, Chidambaram.	06-09-2008	National Seminar	CRM – IT Tourism Industries
34.	Annamalai University, Chidambaram.	06-09-2008	National Seminar	Effective Role of CRM Banking Sector
35.	PGSR, Coimbatore	10-09-2008	National Seminar	CRM in Global Environment
36.	SSS Jain College, Chennai.	20-12-2008	National Seminar	Innovation in Collegiate Education `Critical Thinking & Teaching
37.	Dr. MGR Janaki College, Chennai – 600 020.	21-01-2009	National Seminar	Social Entrepreneurs
38.	Sri Kanyaka Parameswari Arts and Science College, Chennai – 600 001.	6 th and 7 th Feb. 2009. Feb. 2009.	National Seminar	Recent Trends in Challenges – Challenges of HRM
39.	Sri Kanyaka Parameswari Arts and Science College, Chennai- 600 001.	6 th and 7 th Feb. 2009.	National Seminar	A study on 360 degree Appraisal with reference to IT industry in Chennai
40.	Govt. Art College (Men) Autonomous-Nandanam, Chennai – 600 035.	27-02-2009	National Seminar	Housing needs & Role of institution Housing finance.
41.	Govt. Art College (Men) Autonomous-Nandanam, Chennai – 600 035.	27-02-2009	National Seminar	A study on problems & issues with the housing Financial institution in India
42.	Govt. Art College (Men) Autonomous-Nandanam, Chennai – 600 035.	27-02-2009	National Seminar	A study on challenges in providing low income housing special reference to Housing micro finance
43.	Erode Arts College (Autonomous), Dept., of Commerce, Erode – 638 009	15 th & 16 th Sep. 2009	National Seminar (UGC Sponsored)	HRD Practices in Companies
44.	Govt. Art College (Men) Autonomous-Nandanam, Chennai – 600 035.	21-08-2009	National Seminar (UGC Sponsored)	Overview of the problems faced by Micro & Small businesses when applying The concept of eco-friendly

S No.	Institution	Date	Level & Theme	Paper Title
45.	Govt. Art College (Men) Autonomous-Nandanam, Chennai – 600 035.	21-08-2009	National Seminar (UGC Sponsored)	Impact of economic recession in prospectus of MSMEs in India with Special reference to Chennai
46.	Department of Commerce Periyar University, Salem – 636 001.	18 th and 19 th March 2010	National Seminar	GREEN BANKING – Banking Innovation and Customer Enrichment.
47.	D.G. Vaishnav College, Arumbakkam, Chennai –600106	20 th and 21 st December 2010	National seminar	HRD challenges in public sector banks
48.	D.G. Vaishnav College, Arumbakkam, Chennai –600106	20 th and 21 st December 2010	National Seminar	Crisis – A Leadership Opportunity
49.	Hindusthan college of Arts and science, Coimbatore -28	24 th Feb 2011	National Seminar- Application of modern management Thought	Managing negative behavior at workplace.
50.	Government Arts and science college For women, Department of Commerce, Burgur, Krishnagiri.	10 th March 2011	National Seminar- Global competitiveness in business, trends and Traits,	CRM in the global environment.

19. Paper Presented in National/International Conference/Seminar : 52 Nos.

S. No.	Institution	Date	Level & Theme	Paper Title
1.	Department of Commerce, Vimala College, Thrissur & Commerce Association of Kerala	12-01-2006, 13-01-2006 & 14-01-2006	International Seminar	Impact of Information Technology on International Trade
2.	Bharathidasan University, Trichy-620 024	20-01-2007 & 21-01-2007	UGC Sponsored International Level	Ethics-Its Relevance to Present Day Business
3.	Bharathidasan University Trichy – 620 024.	07.04.2007 & 08.04.2007	International Seminar	IPO Grading – Optional or to make it mandatory

S. No.	Institution	Date	Level & Theme	Paper Title
4.	Bharathidasan University Trichy – 620 024.	07.04.2007 & 08.04.2007	International Seminar	Multifaceted effect of Hire Purchase System on the different Sections of the Economy
5.	Bharathidasan University, Trichy – 620 024	19-01-2008 & 20-01-2008	UGC Sponsored International Level	Investors' Education – Need of the Hour
6.	St. Joseph College of Arts and Science, Cuddalore.	14-03-2008 & 15-03-2008	International Conference	Knowledge Process Outsourcing
7.	St. Joseph College of Arts and Science, Cuddalore.	14-03-2008 & 15-03-2008	International Conference	Impact of Globalization on IT Industry
8.	Nanda Engineering College, Erode.	17.10.2008	International Seminar	Banking in the New Era - Issues, Challenges & Strategies
9.	Nanda Engineering College, Erode.	17.10.2008	International Seminar	A Case Study of Managing Work Related Stress – A Step- wise Approach
10.	Nanda Engineering College, Erode.	17.10.2008	International Seminar	Management challenges for tomorrow's Leadership
11.	Bharathidasan University, Trichy – 620 024.	10 & 11 th Jan. 2009	International Seminar	Factors Influencing Women Investors in Capital Market
12.	Bharathidasan University, Trichy – 620 024.	10 & 11 th Jan. 2009	International Seminar	Sovereign Wealth Fund
13.	Anna Adarsh College for Women, Chennai -40.	19 th – 21 st August 2009	International Conference- – Transcending the feminine mystique – Perspectives	Foundations for Women Empowerment
14.	Anna Adarsh College for Women, Chennai -40.	19 th – 21 st August 2009	International Conference - Transcending the feminine mystique - Perspectives	Initiatives to encourage Women Entrepreneurs

S. No.	Institution	Date	Level & Theme	Paper Title
15.	Bharathidasan University, Tiruchirappalli – 620 024	9 th and 10 th January 2010	International Conference UGC sponsored , Recent trends in capital markets and financial innovations	Micro Credit Boon to SHGs
16..	Bharathidasan University, Tiruchirappalli -620 024	9 th and 10 th January 2010	International Conference UGC Sponsored, Recent trends in capital markets and financial innovations	A study on investors behavior towards capital market in Vellore Town
17.	Bharathidasan University, Tiruchirappalli -620 024	9 th and 10 th January 2010	International Conference UGC Sponsored Recent trends in capital markets and financial innovations,	Role of Foreign Institutional Investors in Indian Capital Market – The Road Ahead in the present Global Economic Condition
18.	University of Madras, Chepauk, Chennai 600 005	16 th & 17 th March 2010	International Conference UGC Sponsored, Global financial system in the post-crisis era- Issues, challenges, and opportunities	A Comparative study of conservative and Modern Investors in the Globalization Scenario.
19.	University of Madras, Chepauk, Chennai 600 005	16 th & 17 th March 2010	International Conference UGC Sponsored , Global financial system in the post-crisis era- Issues, challenges, and opportunities	The Effect of Risk Free Rate of stocks on forward and future prices

S. No.	Institution	Date	Level & Theme	Paper Title
20.	University of Madras, Chepauk, Chennai 600 005	16 th & 17 th March 2010	International Conference UGC Sponsored, Global financial system in the post-crisis era- Issues, challenges, and opportunities	An Asymptotic relationship for hedge ratios
21.	University of Madras, Chepauk, Chennai 600 005	16 th & 17 th March 2010	International Conference UGC sponsored Global financial system in the post-crisis era- Issues, challenges, and opportunities,	The spread of financial crisis and central Banks : A case study
22.	University of Kerala and Indian Accounting Assn., Kerala Branch, Thiruvananthapuram	13 th & 14 th Nov 2010	International Seminar on Accounting Education & Research.	Coverage of Accounting standards- implementation of IFRS in India- Issues and Challenges.
23.	Pondicherry university, Pondicherry	Dec 18 th & 19 th 2010	International Conference	Hedging Inflation risk in Indian Financial Markets
24.	Bharathidasan University, Tiruchirappalli -620 024	8 th and 9 th January 2011	International Conference UGC sponsored, Emerging capital markets : Issues and challenges.	A case study on issues of corporate governance and capital markets.
25.	Bharathidasan University, Tiruchirappalli -620 024	8 th and 9 th January 2011	International Conference UGC sponsored Emerging capital markets : Issues and challenges.,	Financial engineering and innovation- Boon or misfortune.
26.	University of Madras, Department of Commerce, Chennai 600 005	March 16 th & 17 th 2011	International conference UGC sponsored, Emerging trends in E- commerce	Information system integration after merger and acquisition in the banking industry – An overhaul of technology

S. No.	Institution	Date	Level & Theme	Paper Title
27.	University of Madras, Department of Commerce, Chennai 600 005	March 16 th & 17 th 2011	International conference UGC sponsored, Emerging trends in E- commerce	An overview of stress in BPO industry- A conceptual approach.
28	University of Madras, Department of Commerce, Chennai 600 005	March 16 th & 17 th 2011	International conference UGC sponsored, Emerging trends in E- commerce	Online shopping- A study on present scenario.
29.	University of Madras, Department of Commerce, Chennai 600 005	March 16 th & 17 th 2011	International conference UGC sponsored, Emerging trends in E- commerce	E- Commerce in Human resource management.
30.	University of Madras, Department of Commerce	March 16 th & 17 th 2011	International conference UGC sponsored, Emerging trends in E-Commerce	Impact of multimedia advertisement on sales promotional strategies in Chennai
31.	D.B.Jain College, Chennai	August 20 th 2011	International conference – Emerging trends and practices in management	Role of technology in banking
32	D.B.Jain college, Chennai	August 20 th 2011	International conference – Emerging trends and practices in management	A strategic approach to manage work related stress
33	D.B.Jain College, Chennai	August 20 th 2011	International conference Emerging trends and practices in management -	The emerging role and practices of the HRM professionals in the ever changing corporate world
34.	Periyar University , Department of Commerce, Salem- 636 011	7 th , 8 th and 9 th December 2011	UGC sponsored International conference on Corporate and Business Response to Climate Change- From Awareness and Adoption	An overview of the problems faced and micro and small business units while applying the concept of eco-friendly techniques.

S. No.	Institution	Date	Level & Theme	Paper Title
35	Periyar University , Department of Commerce, Salem- 636 011	7 th , 8 th and 9 th December 2011	UGC sponsored International conference on Corporate and Business Response to Climate Change- From Awareness and Adoption	Socially Responsible Investment in Mutual Funds- Know Your Values.
36	Periyar University , Department of Commerce, Salem- 636 011	7 th , 8 th and 9 th December 2011	UGC sponsored International conference on Corporate and Business Response to Climate Change- From Awareness and Adoption	ECO Tourism and Its Sustainable Development.
37	Quaid-E-Millath Govt college for women, ch-2, department of commerce	14 th &15 th March 2012	First international conference on Global issues and challenges in business scenario	Women entrepreneurs and micro finance in India
38	Quaid-E-Millath Govt college for women, ch-2, department Of commerce	14 th &15 th March 2012	First international conference on Global issues and challenges in business scenario	A study on time management as a tool for stress relief.
39	Quaid-E-Millath Govt college for women, ch-2, department of commerce	14 th &15 th March 2012	First international conference on Global issues and challenges in business scenario	Online brand awareness in consumer decision banking
40	Quaid-E-Millath Govt college for women, ch-2, department of commerce	14 th &15 th March 2012	First international conference on Global issues and challenges in business scenario	Global dimensions of hr and its impact in India

S. No.	Institution	Date	Level & Theme	Paper Title
41	Quaid-E-Millath Govt college for women, ch-2, department of commerce	14 th &15 th March 2012	First international conference on Global issues and challenges in business scenario	Impact on consumer psychological behavior on purchase decision
42	Quaid-E-Millath Govt college for women, ch-2, department of commerce	14 th &15 th March 2012	First international conference on Global issues and challenges In business scenario	Implicit of psychological approach towards consumer choice based on television advertisements.
43	Quaid-E-Millath Govt. college for women, ch-2, department of commerce	14 th &15 th March 2012	First international conference on Global issues and challenges in business scenario	Stress Management
44	University of Commerce, Department of commerce, Chennai	6 th & 7 th Sep 2012	International conference – edited volume-The Emerging Landscapes of Retail and Impact on Economy	A Study on Consumer's Attitude towards Using Tetra Pack Health Drinks
45	University of Commerce, Department of commerce, Chennai	6 th & 7 th Sep 2012	International conference – edited volume-The Emerging Landscapes of Retail and Impact on Economy	A Study on Consumer perception towards retail marketing (With specific reference to Big Bazaar in EA)

S. No.	Institution	Date	Level & Theme	Paper Title
46	University of Commerce, Department of commerce, Chennai	6 th & 7 th Sep 2012	International conference – edited volume-The Emerging Landscapes of Retail and Impact on Economy	Impact of Advertisement on consumers purchase decision towards retail marketing
47	Bharathidasan University , Department of Commerce and Financial Studies, Tiruchirappalli, 620 024	5 th & 6 th Jan, 2013	International seminar on Financial markets: Issues and Challenges – (FIMIC – 2013)	A critical analysis of problems of micro finance in Vellore town – A case study
48	Bharathidasan University , Department of commerce and financial studies, Tiruchirappalli, 620 024	5 th & 6 th Jan, 2013	International seminar on Financial markets: Issues and Challenges – (FIMIC – 2013)	Mergers and acquisition in banks – A strategic approach for survival
49	Bharathidasan University , Department of Commerce and Financial Studies, Tiruchirappalli, 620 024	5 th & 6 th Jan, 2013	International seminar on Financial markets: Issues and Challenges – (FIMIC – 2013)	Investors financial investments towards local chit funds
50	Bharathidasan University , Department of Commerce and Financial Studies, Tiruchirappalli, 620 024	5 th & 6 th Jan, 2013	International seminar on Financial markets: Issues and Challenges – (FIMIC – 2013)	Investors attitude towards financial investments in local chit funds – a study with special reference to Triplicane

S. No.	Institution	Date	Level & Theme	Paper Title
51	Bharathidasan University , Department of Commerce and Financial Studies, Tiruchirappalli, 620 024	5 th & 6 th Jan, 2013	International seminar on Financial markets: Issues and Challenges – (FIMIC – 2013)	Perception study towards online trading – a pragmatic outlook (with special reference to share khan online trading company)
52	Bharathidasan University , Department of Commerce and Financial Studies, Tiruchirappalli – 620 024	5 th & 6 th Jan, 2013	International seminar on Financial markets: Issues and Challenges – (FIMIC – 2013)	Is mutual fund a legitimate investment for middle income people? – an empirical sketch out

**20. Conference Organized : National Level – 02 Nos. (2009 & 2013)
International Level -01 No. (2011)**

S. No.	Position	Topic	Dates	Institution	International / National Level
1.	Organizing Secretary	Emerging Trends in Service Sector Industries In India	17 th & 18 th Dec 2007	D.G.Vaishnav College.	National Level UGC Sponsored
2.	Conference Director	Emerging trends in E- Commerce	16 th & 17 th March 2011	Department of Commerce, University of Madras.	International Level - UGC sponsored
3	Conference Director	Strategic Human Resource Management – SHRM- Riding the Power and Shaping The HR Mission	Dec. 18 & 19, 2013	Department of Commerce, University of Madras.	National Level – UGC Sponsored

21. Event Organized : Organized Refresher Courses -
An orientation program for newly Recruited Govt. College Teachers and acted as a Nodal Officer, University of Madras conducted on 4th May, 2011 to 2nd June, 2011. (28 Days)

Organized Refresher Course in Commerce and Management as a Coordinator jointly with **UNIVERSITY GRANTS COMMISSION-HUMAN RESOURCE DEVELOPMENT CENTRE**, University of Madras, on the theme **“REBUILDING A NEW PARADIGM SHIFT IN COMMERCE AND MANAGEMENT PRACTICES”** Period: 18-11-2020 to 01-12-2020

22. Workshop Organized : Application of Statistical Tools and Techniques for Researchers at National Level was organized on 17.12.2009 & 18.12.2009

23. ADDITIONAL CONTRIBUTION TO THE FIELD

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|----|--|---|--------|
| a. | Ph.D Thesis Evaluation | : | 98Nos |
| b. | External Examiner (Ph.D Viva) | : | 70Nos |
| c. | Acted as a Chief Guest | : | 25Nos |
| d. | VC's Nominee for Subject Expert | : | 06Nos |
| e. | Question Paper Setting | : | 30 Nos |
| f. | Member in various Editorial Board | : | 05 Nos |
| g. | Membership in Professional /Academic I/C Board | : | 04 Nos |

S. No	Life member	Membership No.
1.	Indian Accounting Association	TN 48
2.	Indian Commerce Association	VS 106
3.	All India Management Association	LM-201111006 dated 12-5-11, AIMA/PIM/REC-CARD/ 2011
4.	Indian Tourism Congress	--

24. OTHER ACTIVITIES AND CONTRIBUTIONS

S.No	College / Institution	Acted As	Date
1.	D.B. Jain College (Autonomous).	Appointed as a Member of Board of Studies – Research	
2.	S.D.N.B. Vaishnav College, Chrompet.	Participated In the Seminar And deliver a Key Note Address	17 th & 18 th March 2009.
3.	Kanchi Shri Krishna College of Arts and Science, Kilambi, Kancheepuram 631 551.	Delivered the keynote address at the seminar conducted by Department Of Commerce.	8 th Feb 2010
4.	Shri Shankarlal Sundar Bai Shasun Jain College for Women, T.Nagar, Chennai 17, held on 29 th January 2010.	Chief Guest and delivered Validetary Address and distributed prizes	29 th January 2010
5.	D. B. Jain College on	Participated in one day workshop	26 th Feb 2010
6.	Prince Sri Venkateswara Arts and Science College, Gowrivakkam, Chennai 600 073.	Inaugurated and delivered the key note address	2 nd March 2010
7.	Indian Accounting Association and Indian Commerce Association.	Active Member	-
8.	T.S. Narayanaswamy College of Arts and Science, Navalur.	Delivered a guest lecture on Human Relations in Business	13 th August 2010
9.	Academic Staff College, University of Madras, Chepauk, Chennai.	Attended a 5 Days Short term course	UGC Sponsored (4 th to 8 th October ,2012)

10.	University of Madras, Department of Management Studies	Attended Workshop	Faculty development program on financial markets jointly conducted by management studies, University of Madras in association with National Stock Exchange.
11.	D. B. Jain College. Chennai	Acted as a Rapporteur at the International Conference on Emerging trends and Practices in Management	Topic –Marketing, dated 13 th to 16 th August 2011
12.	Soka Ikeda Arts and Science College for Women, Ambattur	For the Academic year 2011 -2012	22 nd September 2011
13.	Patrician Arts and Science College, Adyar, Chennai	Acted as Chief guest and released the magazine MASOBATR 2011, Volume 2011, issue-2. Dated 23 rd September 2011.	Inaugurated the function of BBA Department Association.
14	Dept of economics and commerce, University of madras, Arts & Science, Nemeli, Kancheepuram	Acted as a Chief Guest Brain storming session – TVS Lucas (11 th 5 year plan highlights. The development of E-Commerce,	7 th March 2012
-15	KCS Nadar College	Acted as a Chief Guest To inaugurate M.Com	
16	KMG College – Inaugural address and Subject lecture on Research Methodology	Acted as a Chief	04.09.2013
17	Sri Chandrasekarendra Saraswathi Vishma Maha Vidyalaya, Ennathur	Subject Expert	26.09.2013
18	Sri Aravindar Arts and Science College, Sedarapet, Villupuram	Chief Guest and Delivered Special Lecture on Research Methodology.	19.09.2013
19	DB Jain College	Chair Person for Technical Session	04.01.2014
20	Dhanabalan college Chennai	Chair Person for Technical Session	07.03.2014
21	SDNB Vaishnav College	Special Lecture delivered in English department	20.03.2014
22	Mother Teresa Women's University, Kodaikanal	Resource Person, special lecture on Communication skill	21.03.2014

23	DB Jain College	Chair Person for Technical Session for National Seminar on Performance Management System	29.03.2014
24	Guru Sri Shantivijai Jain College for Women, Chennai 007	Chief Guest For COMFEST 2014 (Inter Collegiate Commerce Fiesta)	24.09.2014
25	Vivekananda College Chennai	Chair Person for Technical Session	26.09.2014
26	St. Louis College for the Deaf, Chennai 600 020	Guest Lecture on Motivation, Communication and Leadership	26.07.2016
27	J. B. A. S. College for Women, Chennai	Resource Person for the International Seminar	17.08.2016
28.	Bhaktavatsalam Memorial College for Women	Chairperson for International Conference on Contemporary Practices in Commerce, Business & Management	11.07.2017
29.	Manonmaniam Sundaranar University	Chairperson for International Conference	1.09.2017
30.	SRM University	Chairperson for International conference on Business Research	26.11.2017
31.	D.Banumaiah's College Of Commerce And Arts-Mysuru	Inaugural Address	23.03.2019
32.	University of Calcutta	Resource Person for Specific Refresher Course in Commerce (SRCC)	30-11-2019

