

## PROFILE

**Dr.M.YATHIRAJAN M.Com., M.Phil., Ph.D**

Assistant Professor

Department of Commerce, Centre for Higher Research,  
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### ACADEMIC QUALIFICATION

<b>PhD</b>	Department of Commerce, Centre for Higher Research, Yadava College, Madurai In Jan, 2016. Under the Guidance of <b>Dr.K.ALAGAR</b>
<b>MPhil</b>	Year - Oct, 2008 Institution -Yadava College, Madurai Percentage - 71%
<b>M.Com</b>	Year - Apr, 2007 Institution - M.D.T.Hindu College, Tirunelveli. Percentage - 57%
<b>B.Com</b>	Year - Nov, 2004 Institution - M.D.T.Hindu College, Tirunelveli. Percentage - 47%
<b>M.B.A (Doing)</b>	DDE, Alagappa University, Karaikudi.

### CERTIFICATE COURSE

<b>Sl. No</b>	<b>Degree</b>	<b>Institution / University</b>	<b>Year of Passing</b>	<b>Subject</b>
<b>1</b>	D.A.M	IIPE Software Systems, Tirunelveli.	2003	MS Office & Tally
<b>2</b>	C.D.R	Vivekananda Kendra, Kanyakumari.	2003	Ramayanam.
<b>3</b>	C.H.T	Manonmaniam Sundaranar University, Tirunelveli.	2004	Computer Hardware
<b>4</b>	C.C.A.M	Manonmaniam Sundaranar University, Tirunelveli.	2006	Computerised Accounting
<b>5</b>	C.G.T	Manonmaniam Sundaranar University, Tirunelveli.	2007	Gandhian Thought

## NATURE OF DUTIES / RESPONSIBILITIES

Sl. No	Designation	Institution	From	To	Total Years
1	Assistant Professor	Yadava College, Madurai.	July, 2014	till date	Six
2	Care Taker - NCC	Coy-C9, Yadava College, Madurai.	April, 2020	till date	Eight Months
3	Research Scholar (Full Time)	Department of Commerce Centre for Higher Research Yadava College (Autonomous) Madurai	Aug, 2009	March 2014	Five

## RESEARCH EXPERIENCE

Sl. No	Degree	Name of the Guide	Name of the Institution	Research Statement	Year
1	PhD	Dr. K. Alagar	Yadava College, Madurai.	“Production and Marketing of Coconut In Tirunelveli District”	Jan 2014
2	MPhil	Dr. K. Alagar	Yadava College, Madurai.	“Financial Performance of selected schemes of SBI Mutual Fund – A Study”	Sep 2008
3	M.Com	Dr.S. Sivasubramanian	M.D.T. Hindu College, Tirunelveli.	“Production and Marketing of Banana – A Study (with reference to Cheranmahadevi Block at Tirunelveli Dist)”.	Mar 2007
4	M.B.A	Mrs.Angeline	Alagappa University, Karaikudi.	“BSNL Online Telephone Service”	Apr 2009
5	B.Com	Dr. M. Balasubramanian	M.D.T. Hindu College, Tirunelveli.	“A Study on Co-Operative Spinning Mill’s Labour Welfare at Tirunelveli-10”	Mar 2004
6	B.Com	Dr..S.Raju	M.D.T. Hindu College, Tirunelveli.	“Gopalamudram Town Panchayat’s Agriculture – A View at Tirunelveli”	Mar 2003

### **FIELD OF SPECIALIZATION**

<b>Sl. No</b>	<b>Details</b>
<b>1</b>	Financial Accounting
<b>2</b>	Financial Services
<b>3</b>	Statistics
<b>4</b>	Indian Banking System & Management

### **SIGNIFICANT ACHIEVEMENTS**

<b>Sl.No</b>	<b>Details</b>
<b>1</b>	“B” Certificate in NCC, 2003
<b>2</b>	“C” Certificate in NCC, 2004
<b>3</b>	Attended the Special National Integration Camp at Dibrugarh University, Assam , Nov 2003.
<b>4</b>	Charged as NCC – Senior Under Officer during the academic year 2003 – 2004 in M.D.T.Hindu College, Tirunelveli.
<b>5</b>	I was an in-charge of ECO Club in M.D.T.Hindu College, Tirunelveli.
<b>6</b>	Inter – Collegiate level Weightlifter & Runner.
<b>7</b>	One of the criterion members in Yadava College NAAC work.

### **MEMBERSHIP IN ACADEMIC/PROFESSIONAL BODIES**

<b>Sl.No</b>	<b>Name of the Body</b>	<b>Position held</b>
<b>1</b>	Confidential Work, Madurai Kamaraj University, Madurai.	Additional Examiner
<b>2</b>	Question Paper Scrutiny Board & Confidential Work, S.F.R.Women’s College, Sivakasi.	External Examiner & QP Setter
<b>3</b>	Question Paper Scrutiny Board, H.H.Rajah's College, Pudukottai.	Question Paper Setter
<b>4</b>	Confidential Work, M.T.N.College, Pasumalai, Madurai.	External Examiner

## RESEARCH ARTICLES PUBLISHED IN JOURNALS

Sl. No	Title of the Paper	Name of the Journal	Details of the Programme	ISSN No	Level ( I/N/S )
1	Mapping Business Excellence through Innovation & Vibrant Practice	NJMR	Impact of Globalisation on Insurance Sector, 2016 in Nehru Institute of Technology, Coimbatore.	2230-7974	INT
2	Analysis of Factors of Cultivators in Coconut Cultivation – (A Study with reference to Tenkasi Taluk)	IJBER	Online Journal, March, 2016 in Dr. BGR Publication. ( <a href="https://drbgrpublications.in/ijber-009-analysis-of-factors-of-cultivators-in-coconut-cultivation-a-study-with-reference-to-tenkasi-taluk-yathirajan-yadava-college/">https://drbgrpublications.in/ijber-009-analysis-of-factors-of-cultivators-in-coconut-cultivation-a-study-with-reference-to-tenkasi-taluk-yathirajan-yadava-college/</a> )	2455-3921	NAT
3	Analysis of Aavin Milk Supplier's Factors in India.	Roots	Contemporary Issues of Commerce, Management & IT.SSS, 2017 in Mangayarkarasi College of Arts & Science for Women, Madurai	2320-4168	INT
4	Financial Management in India: Opportunities and Challenge	----	Opportunities and Challenge in Contemporary Management Practices, 2018 in The Gandhigram Rural Institute – Deemed to be University, Dindigul.	---	NAT

## RESEARCH ARTICLES PUBLISHED IN PROCEEDINGS

Sl. No	Title of the Paper	Details of the proceedings	Level ( I / N / S )	ISBN Number
1	Electronic Fund Transfer system o f RBI.	National Seminar on “Digital Marketing”, 2016 at NMS.S.V.N. College, Madurai.	Nat	978-81-910124-84
2	A Study on Users of Online Marketing in Madurai City.	National seminar on “Online Marketing Services in the Globalisation Era”, 2016 at Sourashtra College, Madurai.	Nat	978-81-929458-4-2
3	Analysis of Usage Level of Credit Card Users in Madurai City.	National Conference on “Role of ICT on the Growth of Service Industries”, 2016 at Sri Kaliswari College, Sivakasi.	Nat	978-93-5258-485-7

4	Sustainable Investment in Life Insurance Policies – A Study with Reference to LIC in Madurai City.	International Conference on “Sustainable Investment”, 2016 at Mother Teresa Women’s University, Kodaikanal.	Int	81-86520-27-9
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### PROGRAMS ORGANISED

Sl. No	Nature of the program	Title of the Program	Resource Person	Date
1	Natioal Teachers Day - NCC	<b>Leadership Traits</b> <a href="https://www.youtube.com/watch?v=nlmnkYeTdcQ">https://www.youtube.com/watch?v=nlmnkYeTdcQ</a>	Mrs. S. Muthulaxmi M.A., M.Phil., Assistant Professor, Department of English, EMG Yadava Women's College, Madurai.	04.09.2020
2	World Mental Health Day - NCC	<b>Healthy Mind</b> <a href="https://www.youtube.com/watch?v=alBIonwdgo">https://www.youtube.com/watch?v=alBIonwdgo</a>	Dr.S.Balamurugan Coordinator - IQAC, Assistant Professor & Head, Department of Commerce (IB), Government Arts and Science College, Avinashi, Tamil Nadu.	05.09.2020
3	International Literacy Day -NCC	<b>Importance of Communication for Acquiring Officer Like Qualities (OLQ)</b> <a href="https://www.youtube.com/watch?v=Wnhy4fCaAxE">https://www.youtube.com/watch?v=Wnhy4fCaAxE</a>	Dr.K.Sufina Guest Faculty Department of English, MKU Constituent College, Sattur.	08.09.2020

### PAPER PRESENTATION

Sl. No	Programme	LEVEL			Total
		S	N	I	
1	Seminar	3	3	1	7
2	Conference	1	3	1	5
	Paper Presentations				<b>12</b>

## **PARTICIPATED PROGRAMS**

<b>Sl. No</b>	<b>Programme</b>	<b>Level</b>			<b>Total</b>
		<b>I</b>	<b>N</b>	<b>S</b>	
<b>1</b>	Seminar	4	5	5	14
<b>2</b>	Conference	5	6	2	13
<b>3</b>	Workshop	-	4	6	10
<b>4</b>	Symposium	1	-	4	05
<b>5</b>	Faculty Development Program	-	-	-	08
<b>6</b>	Orientation Program	-	-	-	01
<b>7</b>	Webinar	4	12	6	22
<b>8</b>	Online Quiz	-	-	-	20
<b>9</b>	Online Courses	-	-	-	04
	<b>Participated Programs</b>				<b>98</b>

### **DECLARATION**

I hereby mentioned all the information is true to my knowledge.

Date:

Yours truly

Place:

(Dr.M.Yathirajan)