

## STAFF PROFILE

**Name** : R.GURUNATHAN  
**DOB** : 18.10.1988  
**Date of Entry into Service** : 26.07.2013  
**E-mail** : gurunathan815@gmail.com  
**Mobile** : 9159908002, 8610249763  
**Qualification** : M.Com., M.Phil., MBA., Ph.D., PGDCA.,  
**Designation** : Asst., Professor  
**Occupation Address** : Department of Commerce (IT)  
**Residential Address** : 3/28 Mathikulam, Karuvanur (Post), Madurai-14.



### Academic Profile

S.No.	Degree	Institute/University	Year of Passing
1	B.Com(CA)	Yadava College	2010
2	M.Com	Loyola College	2012
3	M.Phil	Yadava College	2013
4	MBA	Bharathiyar University (Part Time)	2015
5	Ph.D	Madurai Kamaraj University	2019
6	PGDCA	Social Harmony and Rural Progress Trust	2011

### Teaching Experience

S.No.	Department	Institute/University	From-To (Period)
1.	Commerce	Yadava College, Madurai	2013- Till
2	MBA	Bharathiyar University, Madurai	2015-2018

### Ph.D Thesis Details

S.No.	Degree	Title	University
1	Commerce	A Study on Brand preference of cars in select cities of south Tamilnadu	MK University

### PROJECT DETAILS

S.No.	Degree	Title	Department	Place
1.	M.Com	A Study on entrepreneurial tendency among college students in Chennai city	Commerce	Chennai
2.	M.Phil.	A Study on entrepreneurial tendency among college students in Madurai city	Commerce	Madurai
3.	MBA	A Study on Recruitment services Provided by reboot mind IT solutions (P)LTD	Management	Bangalore

### Subject Specification

Particular	Subject
Area Specification in Commerce	<b>Financial accounting,</b> <b>Marketing management,</b> <b>Income tax,</b> <b>Business mathematics,</b> <b>International business,</b> <b>Financial management</b>
Area Specification in Computer	<b>Tally-ERP , Internet &amp; E-Commerce</b>

**Seminar/ Conference / Workshops/ Faculty Development Programme Attended and the Sources of Funding (National and International) with details of Outstanding Participants. If any**

S.No	Title	Organization Name	Place	Days	Date
1.	UGC-CPE sponsored soft skill Workshop "Polishing the poise"	Loyola college	Chennai-34	4	18/1/12-21/1/12
2.	Commerce Education in 2020 – evolving Relevant Teaching , Learning and Evaluation Pedagogies	Loyola college	Chennai-34	1	2/3/12

3.	One day workshop on Women entrepreneurship	Mannar Thirumalai Naicker College	Mduari-04	1	11/3/16
4.	Tools and Techniques for Academic Research (NATTAR 2017)	Vivekananda College	Madurai-34	1	7/1/17
5.	National Conference in women Empowerment “A study on brand preference towards cars among women consumers in Coimbatore”	Sermathai Vasan College for Women	Madurai-12	1	30/1/17
6.	National Level Seminar on Corporate Entrepreneurship “A study on consumer brand preference of small car un Chennai city”	Ananda College	Sivaganga-03	1	3/3/17
7.	International Conference on Contemporary Management(INCOCOM’17) “A study on brand preference for buying small cars in Trichy city”	NPR College of Engineering & Technology	Dindigul	1	28/4/17
8.	National Conference on Impact of ICT on Teaching, Educational Research & Academia “ A study on consumer preference & Attitude towards passenger cars of Maruthi Suzuki & Hyundai motors in	Arunai College of Education	Tiruvanna malai-11	1	28/4/18
9	National conference on management and financing of MSME’S propects and challenges “Determinants of customer-based	AJK college arts and science	Coimbatore	1	12/2/2020
10	International e-conference on E.starup: challenges and opportunities “A study on brands preferences for buying small cars in	Rathinam college of arts and science	Coimbatore	1	25/02/2020
11	National level Conference on innovation & intellectual property rights “A study on intellectual property rights in Indian	AJK college arts and science	Coimbatore	1	27/2/2020

12	International e-conference on exponential transition of management practices and implications for sectorial prosperity “A study on digital marketing and its impact in	Dr.B.R.Ambedkar university	Srikakulam, Andhra Pradesh	2	28&29/9/2020
13	Quality Enhancement Strategy Towards Excellence	National Assessment and Accredited	Madurai	1	08/11/202
14	NAAC Re-Accreditation process during post covid scenario	Yadava college,	Madurai	1	10/11/2020

#### Publication of Research Paper (National and International)

S.NO.	JOURNAL NAME	TOPIC	PAGE NO.	ISBN/ISSN/ NO	YEAR
1	ROOTS international journal of multidisciplinary Researches	“A study on brand preference towards cars among women consumers in Coimbatore”	1-6	2349-8684	2017
2	National Level Seminar on Corporate Entrepreneurship	“A study on consumer brand preference of small car in Chennai city”	33-35	9788190778817	2017
3	journal of management research and analysis	“A study on intellectual property rights in Indian agriculture”	1-6	23942762 <b>E-ISSN</b> 23942770	2020
4	International e-conference on exponential transition of management practices and implications for sectorial prosperity	“ A study on digital marketing and its impact in Chennai district”	138-142	9788193520192	2020

