

## **PROFILE**

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

Assistant Professor

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## **ACADEMIC QUALIFICATION**

|                         |  |
|-------------------------|--|
| <b>PhD</b>              | Department of Commerce, Centre for Higher Research,<br>Yadava College, Madurai<br>In Jan, 2016. Under the Guidance of <b>Dr.K.ALAGAR</b> |
| <b>MPhil</b>            | Year - Oct, 2008<br>Institution -Yadava College, Madurai<br>Percentage - 71%   |
| <b>M.Com</b>            | Year - Apr, 2007<br>Institution - M.D.T.Hindu College, Tirunelveli.<br>Percentage - 57%  |
| <b>B.Com</b>            | Year - Nov, 2004<br>Institution - M.D.T.Hindu College, Tirunelveli.<br>Percentage - 47%  |
| <b>M.B.A</b><br>(Doing) | 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,<br>Tirunelveli.             | 2003                   | MS Office & Tally          |
| <b>2</b>      | C.D.R         | Vivekananda Kendra,<br>Kanyakumari.                | 2003                   | Ramayanam.                 |
| <b>3</b>      | C.H.T         | Manonmaniam Sundaranar<br>University, Tirunelveli. | 2004                   | Computer Hardware          |
| <b>4</b>      | C.C.A.M       | Manonmaniam Sundaranar<br>University, Tirunelveli. | 2006                   | Computerised<br>Accounting |
| <b>5</b>      | C.G.T         | Manonmaniam Sundaranar<br>University, Tirunelveli. | 2007                   | Gandhian Thought           |

### **NATURE OF DUTIES / RESPONSIBILITIES**

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

### **RESEARCH EXPERIENCE**

| <b>Sl. No</b> | <b>Degree</b> | <b>Name of the Guide</b> | <b>Name of the Institution</b>     | <b>Research Statement</b>  | <b>Year</b> |
|---------------|---------------|--------------------------|------------------------------------|--|-------------|
| <b>1</b>      | PhD           | Dr. K. Alagar            | Yadava College, Madurai.           | “Production and Marketing of Coconut In Tirunelveli District”  | Jan 2014    |
| <b>2</b>      | MPhil         | Dr. K. Alagar            | Yadava College, Madurai.           | “Financial Performance of selected schemes of SBI Mutual Fund – A Study”                                     | Sep 2008    |
| <b>3</b>      | 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    |
| <b>4</b>      | M.B.A         | Mrs.Angeline             | Alagappa University, Karaikudi.    | “BSNL Online Telephone Service”  | Apr 2009    |
| <b>5</b>      | 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    |
| <b>6</b>      | 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**

| <b>Sl. No</b> | <b>Title of the Paper</b>   | <b>Name of the Journal</b> | <b>Details of the Programme</b>  | <b>ISSN No</b> | <b>Level ( I/N/S )</b> |
|---------------|---|----------------------------|--|----------------|------------------------|
| <b>1</b>      | Mapping Business Excellence through Innovation & Vibrant Practice                                     | NJMR                       | Impact of Globalisation on Insurance Sector, 2016 in Nehru Institute of Technology, Coimbatore.  | 2230-7974      | INT                    |
| <b>2</b>      | Analysis of Factors of Cultivators in Coconut Cultivation – (A Study with reference to Tenkasi Taluk) | IJBER                      | Online Journal, March, 2016 in Dr. BGR Publication.<br>( <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                    |
| <b>3</b>      | 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                    |
| <b>4</b>      | 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**

| <b>Sl. No</b> | <b>Title of the Paper</b>                                     | <b>Details of the proceedings</b>  | <b>Level ( I / N / S )</b> | <b>ISBN Number</b> |
|---------------|---|--|----------------------------|--------------------|
| <b>1</b>      | 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   |
| <b>2</b>      | 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  |
| <b>3</b>      | 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  |

|          |  |   |     |               |
|----------|--|---|-----|---------------|
| <b>4</b> | 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 |
|----------|--|---|-----|---------------|

### **PROGRAMS ORGANISED**

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

### **PAPER PRESENTATION**

| <b>Sl. No</b> | <b>Programme</b>    | <b>LEVEL</b> |          |          | <b>Total</b> |
|---------------|---------------------|--------------|----------|----------|--------------|
|               |                     | <b>S</b>     | <b>N</b> | <b>I</b> |              |
| <b>1</b>      | Seminar             | 3            | 3        | 1        | 7            |
| <b>2</b>      | 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           |
|               | Participated Programs       |              |          |          | <b>98</b>    |

### **DECLARATION**

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

Date:

Yours truly

Place:

(Dr.M.Yathirajan)