

Dr. M. MARIMUTHU
M.Com., M.Phil., MBA., B.Ed., Ph.D.
 Assistant Professor, PG & Research Department of Commerce
JAMAL MOHAMED COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI – 620 020, TAMILNADU

Residential Address : 267-A, Mela Theru, Kachamangalam (PO)
 Thohur (Via), Thanjavur (Dt)
 Tamil Nadu – 613 102

Contact Number : **+919442762805**

E-Mail. ID : **marimuthumohana68@gmail.com**

Date of Birth & Age : 04.05.1967, 55 Yrs

EDUCATIONAL QUALIFICATIONS:

Name of the Degree	Year	Institution	University	Class/Percent
Ph.D	2008	Jamal Mohamed College	Bharathidasan	Commended
M.Phil	1992	Urumu Dhanalakshmi College	Bharathidasan	59%
M.Com	1990	Jamal Mohamed College	Bharathidasan	71% University 5th Rank
MBA	2010	Periyar University	Bharathiyar	72%
B.Ed	1993	Annamalai University	Annamalai	I Class
B.Com	1988	Bishop Heber College	Bharathidasan	68%

Additional Qualification: Qualified the **UGC-NET** for eligibility for lectureship held on **26-12-2010** in the subject **COMMERCE**

TEACHING EXPERIENCE: 27 Years and 9 Months (as on April, 2023)

Sl.No	College	Designation	From	To	Total	
					Years	Month
1	National College	Assistant Professor	18-08-1992	31-05-1993	---	10
2	M.I.E.T Arts & Science College	Assistant Professor	18-06-1996	22-07-2004	8	02
3	Jamal Mohamed College	Assistant Professor	23-07-2004	Till Date	18	09

RESEARCH GUIDANCE:

Ph.D.	Completed	12	Pursuing	5
M.Phil	Completed	46	Pursuing	-

SUBJECTS TAUGHT:

UG	Management Accounting Financial Management Principles of Accountancy Cost Accounting Marketing Management Business Management Business Statistics Company Law Insurance Financial Accounting
PG	Advanced Financial Management Marketing Management Organizational Behaviour Advanced Statistical Tools Strategic Cost Management
M.Phil.	Strategic Functional Management Research Methodology Teaching Learning Skills
Area of Specialisation	Finance & Marketing
Other Activities	<ul style="list-style-type: none">✓ Serving as Co-Ordinator in the Department of Business administration in Jamal Mohamed College.✓ Serving as Tutor-in Charge for various classes of Commerce in Jamal Mohamed College.✓ Serving as Member of BOS in Various Autonomous Colleges.✓ Ph.D. Doctoral Committee Member in Various Colleges and Reputed Universities.✓ Served as a Member of the Interview board for Various Colleges✓ Acted as an External Examiner in PhD Public Viva Voce Exam.✓ Member in QP Scrutinizing Board at Universities & Colleges.✓ Examiner and Question Paper Setter in Various Colleges and Reputed Universities.✓ Acted as a Resource Person in Various Academic Institutions.

Publication of Books	3
Acted as Resource Person	16
Publication of Articles in the International Journals	5
Publication of Articles in the Journals	7
Publication of Articles in the edited volume of Books	30
Participated in Workshops	14
Paper presented in International Conferences/Seminars	24
Paper presented in National Conferences / Seminars	28
Paper Presented in State Level Seminars / Conferences	26
Participation in State and National Level Seminars	13

DETAILS OF PUBLICATION OF BOOKS:

1. A book entitled on “Corporate Finance”, published by Raja publications, Trichy, 2009.
2. A book entitled on “Management Concepts”, published by Raja Publications, Trichy, 2009.
3. A book entitled on “E-Commerce”, published by Red’s shine publication pvt. Ltd. Lunawada, India, in association with Red’Mac international press & media Inc, India, Sweden, UK. DOI: 10.252158119070399, DIP: 18.10.8119070399, ISBN: 978-81-19070-39-8. March 2023 (first edition).

DETAILS REGARDING ACTED AS A RESOURCE PERSON:

1. Acted as a Resource Person and handled a session with the title of “*Recent Trends in Financial Inclusion in India*” in National Conference – “Recent Trends and Issues in Commerce [NCRTIC], organized by department of commerce, Sri Akilandeswari Women’s College, Wandiwash on 14th September 2015.
2. Acted as a Resource Person for Interview for the Department of Commerce, held at Theivanai Ammal College for Women (Autonomous). Villupuram on 8th May, 2014.
3. Acted as a Resource Person and delivered a Special Lecture on “Indian Financial System” in the Department of Commerce, Annai Women’s College, Punnamchatram, Karur on 30th September 2015.
4. Acted as a Resource Person for NET/SET Coaching Classes Conducted at Nehru Memorial College (Autonomous), Puthanampatti, Trichy.
5. Acted as a Resource Person for MBA students at K. Ramakrishnan College of Engineering, Samayapuram.

6. Acted as a Resource Person for M.B.A, M.Com, B.Com and B.B.A students of Bharathidasan University.
7. Acted as resource person for one-day association meeting-2K19 on “job opportunities for commerce graduates” organised by the department of commerce on 20-09-2019, Pavendar Bharathiudasan college of arts and science, mathur, pudukottai-622515.
8. Acted as a Resource Person and delivered a Special Lecture on “Recent trends in entrepreneurship (IPR based)” in the Meenakshi chandrasekaran college of arts and science, puttukottai-614626, on 07th February 2020.
9. Acted as a Resource Person and delivered a Special Lecture on “*Accounting for management-ratio analysis*” in the Dhanalakshmi Srinivasan engineering college (autonomous), perambalur, tamilnadu on 12th march 2022.
10. Acted as a Resource Person and handled a session in One-day national seminar on “Impact on National Educational policy 2020 on higher education” in the PG & Research department of Commerce and Department of business administration, Cauvery college for women (autonomous), Trichy-18 on 16th February 2023.
11. Acted as a Resource Person and handled a session in 2 Days International conference on “Digital divide among ODL leareners-prospects and prospectives” in the SRM institute of science and technology, chengalpet on 29-06-2022 & 30-06-2022.
12. Acted as a Resource Person and delivered a Special Lecture on “*Security market*” in the Dhanalakshmi Srinivasan engineering college (autonomous), perambalur, tamilnadu on 18th September 2022.
13. Acted as a Resource Person and delivered a Special Lecture on “*Accounting for management*” in the Department of management studies (MBA), Dhanalakshmi Srinivasan engineering college (autonomous), perambalur, tamilnadu 25th January 2023.
14. Acted as a Resource Person for the “pacioli’s club inauguration” held on 24th December 2021 organised by PG & Research department of commerce, Theivanai ammal college for women (autonomous), villupuram.
15. Acted as a Resource Person for the national seminar on “*information technology in commerce and management*” organised by the Department of Business Administration, Dhanalakshmi Srinivasan engineering college (autonomous), perambalur, tamilnadu, on 12th april 2022x.
16. Acted as a Resource Person and delivered a Lecture on “*Entrepreneur Development in digital marketing*” in the selvamm arts and science college (autonomous) namakkal-637 003, TamilNadu on 24th march 2023.

MEMBER OF BOARD OF STUDIES:

- ❖ Board of Studies member in the Department of Business Administration for a period of two years from 2014 to 2016, Srimad Andavan Arts & Science College, Tiruchirappalli – 620 005.
- ❖ Board of Studies member in the Department of Management for a period of two years from 2015 to 2017 Srimad Andavan Arts & Science College, Tiruchirappalli-620 005.
- ❖ Acted as University Representative in the Board of studies, PG & Research department of commerce Dhanalakshmi Srinivasan engineering college (autonomous), Perambalur, Tamilnadu.
- ❖ Board of Studies member in the Commerce – Business Analytics (UG) PSG college of arts & science, Coimbatore, Tamilnadu from 2022 to 2025.
- ❖ Board of studies member in the department of commerce (banking and insurance), vellalar college for women (autonomous), erode-638012, TamilNadu.

DETAILS OF MINOR AND MAJOR RESEARCH PROJECT:

❖ Minor Research Project submitted to UGC, MRP 2015 – 16MRP

ID: ROMRP-SERO-COMM-2015-16-16-43499

Research project L Minor

Area of Specialization: Marketing

PAPERS PUBLISHED IN THE INTERNATIONAL JOURNAL

1. An Article title on “Challenges of Higher Education Institutions in Modern Era” has been published in Sankhya International Journal of Management and Technology, ISSN 0975 – 3915, Volume 3, Special Issue, September 2012.
2. Publication of paper entitled “A Study on Organizational Climate Tamil Nadu State Transport Corporation in Villupuram District” Paper ID# “IJAERD14V0110944213” published in IJAERD, Volume 01, Issue 09, October – 2014, ISSN (Online) 2348 – 4470 OSSM (Print) 2348 – 6406, Impact Factor 3.134.
3. Published a research article titled “Measuring Customer Satisfaction in Banking Sector: With special reference to Public Sector Commercial Banks in Tiruchirappalli Town” in Intercontinental Journal of marketing Research Review, ISSN 2321 – 0346. Impact Factor: 0.882, Volume 3, Issue 3, March 2015.
4. Published a research article titled “A Study on Organizational Climate in Tamil Nadu State Transport Corporation in Villupuram Division” in Intercontinental Journal of Human Resource Research Review, ISSN 2320 – 9704. Impact Factor: 0.615, Volume 2, Issue 8, August 2014.
5. An Article titled on “A view on financial position and performance of select pharmaceutical industries in india”, has been published in Turkish online journal of qualitative inquiry(TOJQI), July 12: 3938-3943 - Vol.12, issue 7.

DETAILS OF PUBLICATION OF ARTICLES IN THE JOURNALS:

1. An Article titled on “Constraints in Marketing of Vegetables”, has been published in KISSAN WORLD, A Journal of Agriculture and Rural Development, Chennai, October 2010 - Vol.37, No.10, ISSN 0971-9229.
2. An Article titled on “Direct Marketing Models of Agricultural Producer in India”, has been published in Tamil Nadu Journal of Co-Operation, Chennai, Vol.10, No.10, August – 2010.
3. An Article titled on “Vicious Marketing Channels”, has been published in HRD Times, Chennai, October 2010 Vol.12, No.10, ISSN no. 0976-7401.
4. An Article titled on “Rural Agricultural Marketing – Scope, Opportunities, Strategies and Challenges”, has been published in Tamil Nadu Journal of Co- Operation, Chennai, Vol.10, No.12, October – 2010.
5. An article titled “Pain of faculty members working in self-financing higher educational institutions in india”, has been published in NVEO, natural volatiles & essential oils, 2021; 8(5): 9769-9778.
6. Published a research article titled “Financial efficiency of select pharmaceutical industries in india” in design engineering, ISSN: 0011-9342, year 2021, Issue;7, Pages: 7458-7465.
7. Published a research article titled “Futures and prospects of open and distance learning systems (ODL) in tamilnadu during 21st Century” in design engineering, ISSN: 0011-9342, year 2021, Issue;7, Pages: 1760-1767.

DETAILS OF PUBLICATION OF EDITED VOLUME OF BOOKS:

1. Publication of an article titled on "Global Competitiveness – A Challenge for Sustenance and Excellence". The article titled on "Job Involvement of Employees in Tamil Nadu State Transport Corporation Limited, Villupuram", Research Explorer Volume II August 2013 Special issue, ISSN: 2250-1940, Trichy.
2. Publication of an article titled on "Global Competitiveness – A Challenge for Sustenance and Excellence". The article titled on "A study on Customer Relationship Management in SBI Bank", Research Explorer Volume II August 2013 Special issue, ISSN: 2250-1940, Trichy.
3. Publication of an article titled on "Global Competitiveness – A Challenge for Sustenance and Excellence". The article titled on "A study on Customer Satisfaction in Life Insurance Corporation of India with Special Reference to Tiruchirappalli District", Research Explorer Volume II August 2013 Special issue, ISSN: 2250-1940, Trichy.
4. Publication of an article titled on "Global Competitiveness – A Challenge for Sustenance and Excellence". The article titled on "Service Quality and Customer Satisfaction: A study with special reference to Public Sectors Commercial Banks in Tiruchirappalli Town", Research Explorer Volume II August 2013 Special issue, ISSN: 2250-1940, Trichy.
5. Publication of an article titled on "Financial Inclusion – A Way of Equitable Growth". The article titled on "Reach the Unreached – Status of Financial Inclusion in India", 21-09-2013, ISBN: 978:81:909104-0-8, Trichy.
6. Publication of an article titled on "Financial Inclusion – A Way of Equitable Growth". The article titled on "Electronic Customer Relationship Management in Indian Banks", 21-09-2013, ISBN: 978:81:909104-0-8, Trichy.
7. Publication of an article titled on "Financial Inclusion – A Way of Equitable Growth". The article titled on "Role of Reserve Bank of India in Financial Inclusion", 21-09-2013, ISBN: 978:81:909104-0-8, Trichy.
8. Publication of an article titled on "Financial Inclusion – A Way of Equitable Growth". The article titled on "Issues and Challenges in Financial Inclusion in India", 21-09-2013, ISBN: 978:81:909104-0-8, Trichy.
9. Publication of an article titled on "Problem & Prospects of Service Sector in India". The article titled on "Life Insurance Corporation of India in Current scenario", 12-01-2013, ISBN: 978:93:81521-19-9, Trichy.
10. Publication of an article titled on "Problem & Prospects of Service Sector in India". The article titled on "Problems in Southern Railway Services", 12-01- 2013, ISBN: 978:93:81521-19-9, Trichy.
11. Publication of an article titled on "Problem & Prospects of Service Sector in India". The article titled on "Recent Trends in Human Resource Management Practices", 12-01-2013, ISBN: 978:93:81521-19-9, Trichy.
12. Publication of an article titled on "Problem & Prospects of Service Sector in India". The article titled on "A Study on Companies Using Social Media for Customer Relationship Management", 12-01-2013, ISBN: 978:93:81521-19-9, Trichy.
13. Publication of an article titled on "Problem & Prospects of Service Sector in India". The article titled on "Marketing of Banana", 12-01-2013, ISBN: 978:93:81521-19-9, Trichy.
14. Publication of an article titled on "Problem & Prospects of Service Sector in India". The article titled on "Challenges and Prospects of Private Service Sector Organisations in India", 12-01-2013, ISBN: 978:93:81521-19-9, Trichy.

15. Publication of an article titled on "Problem & Prospects of Service Sector in India". The article titled on "Problems & Prospects of Bank (E-Banking) Sector in India", 12-01-2013, ISBN: 978:93:81521-19-9, Trichy.
16. Publication of an article titled on "Problem & Prospects of Service Sector in India". The article titled on "Problems & Prospects of Hospital Sectors", 12- 01-2013, ISBN: 978:93:81521-19-9, Trichy.
17. Publication of an article titled on "Problem and Challenges in the Management of Micro, Small and Medium Enterprises". The article titled on "Performance of Small Scale Industries in India", 25-02-2012, ISBN: 978:93:81521-01-4, Trichy.
18. Publication of an article titled on "Problem and Challenges in the Management of Micro, Small and Medium Enterprises". The article titled on "Performance of Small Scale Industries in India", 25-02-2012, ISBN: 978:93:81521-01-4, Trichy.
19. Publication of an article titled on "Recent Trends in Indian Services Marketing". The article titled on "Current Scenario of Mutual Fund Industry in India", 25-02-2012, ISBN: 978:89:922545-0-0, Holy Cross College (Autonomous), Trichy.
20. Publication of an article titled "A Study on Organizational Climate in Tamil Nadu State Transport Corporation at Villupuram District", in the Special Issue of Jamal Academic Research Journal titled on "Global Economic Revival: A Changing Scenario" dated 16th and 17th August 2014, ISSN: 0973- 0303, Jamal Mohamed College (Autonomous), Trichy.
21. Publication of an article titled "New Companies Act, 2013 – An Overview", in the proceedings of the Seminar on "Different Perspectives of Companies Act 2013 – Towards Corporate Excellence" dated 1st February 2014, ISBN: 978- 81-909104-2-2, Jamal Mohamed College (Autonomous), Trichy.
22. Publication of an article titled "The Role of LIC towards Corporate Social Responsibility", in the proceedings of the Seminar on "Different Perspectives of Companies Act 2013 – Towards Corporate Excellence" dated 1st February 2014, ISBN: 978-81-909104-2-2, Jamal Mohamed College (Autonomous), Trichy.
23. Publication of an article titled "Protection of Minority Rights under Company's Affairs", in the proceedings of the Seminar on "Different Perspectives of Companies Act 2013 – Towards Corporate Excellence" dated 1st February 2014, ISBN: 978-81-909104-2-2, Jamal Mohamed College (Autonomous), Trichy.
24. Published a paper in the Jamal Academic Research Journal titled "Perception and Satisfaction of Rural Policy Holders of LIC of India in Trichy" in the Two Day International Seminar on Inclusive Economic Growth organized by the PG Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 13th and 14th August 2015 ISSN:0973-0303.
25. Published a paper in the Jamal Academic Research Journal titled "A study on Organizational Climate of TNSSTC in Villupuram Division" in the Two Day International Seminar on Inclusive Economic Growth organized by the PG Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 13th and 14th August 2015 ISSN:0973-0303.
26. Published a paper in the Jamal Academic Research Journal titled "CRM Practices in Regional Rural Banks in India" in the Two Day International Seminar on Inclusive Economic Growth organized by the PG Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 13th and 14th August 2015 ISSN:0973-0303.
27. Published a paper in the Jamal Academic Research Journal titled "The Impact of Organizational Climate on Teachers' Job Performance" in the One Day National Seminar on Marketing Strategies for Make in India Products and Services organized by the PG Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 24th January 2015

ISSN:0973-0303.

28. Published a paper in the Jamal Academic Research Journal titled "Strategies of Customer Relationship Management in Indian Banking Sectors" in the One Day National Seminar on Marketing Strategies for Make in India Products and Services organized by the PG Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 24th January 2015 ISSN:0973-0303.
29. Paper titled "*Effectiveness of social media marketing over traditional media: an Empirical analysis*" published in the proceedings of the Seminar on "Great initiatives of state and central government through startup(s) programmes in nurturing entrepreneurial activities" on September 2022, ISBN: 978-93-5692-892-3, Jamal Mohamed College (Autonomous), Trichy.
30. Paper titled "*Financial literacy and investment pattern: a study among school teachers in Kozhikode district, Kerala*" published in the proceedings of the Seminar on "Great initiatives of state and central government through startup(s) programmes in nurturing entrepreneurial activities" on September 2022, ISBN: 978-93-5692-892-3, Jamal Mohamed College (Autonomous), Trichy.

PARTICIPATED IN WORKSHOPS:

1. One Day State Level Workshop on "Stock Market Practices", organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli on 12th January 2011.
2. One Day Workshop on International Financial Reporting Standards (IFRS), organized by Department of Commerce and Business Administration, Jamal Mohamed College (Autonomous), Tiruchirappalli on 1st October 2011.
3. Two Day Regional Workshop on Research Skills in Commerce organized by PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli on 5th & 6th April 2011.
4. TANCHE & UGC sponsored three-day Workshop on "Curriculum Development and Evaluation" Organized by Academic Staff College, BARD, Tiruchirappalli held at Jamal Mohamed College (Autonomous), Tiruchirappalli on 2nd, 3rd & 4th March 2006.
5. UGC Sponsored Regional Level Workshop on "Computer Applications in Research in Social Sciences" held at PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli on 14th to 20th November 2005.
6. Two Day workshop on "Research in Commerce" held at PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli on 29th & 30th November 2003.
7. Workshop attended in the one-day State Level Workshop on "Investment in Stock Market for Beginners" on 6th October 2015, organized by the Department of Business Administration, Jamal Mohamed College, Tiruchirappalli – 620 020.
8. Workshop attended in the A one day Inter – Collegiate Workshop on "E – Content Development for Teaching – Learning" jointly organized by Internal Quality Assurance Cell, Jamal Mohamed College, Tiruchirappalli – 620 020 on 22nd December 2015.
9. Two-week interdisciplinary refresher course in "Advanced Research Methodology" Teaching learning centre, Ramanujan college, University of Delhi on 22nd November 2022 to 06th December 2022.
10. Participated "5days national level virtual workshop on data analysis-spss" organized by department of commerce, directorate of distance education, SRM institute of science and technology, kattankulathur, chengalpettu, during 14-18 february 2022.
11. Attended "*One-week national level FDP on investor awareness and education*" conducted by sradha academy for financial education in partnership with the PG & Research department of

commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli, Tamil Nadu, from 18th to 26th March 2022.

12. Attended a seven-day national level FDP on investiture education, conducted by Sraddha Academy for Financial Education in association with Department of Commerce, Bishop Heber College, Trichy, from 02nd to 09th February, 2022.
13. Participated in ICSSR sponsored Two weeks CBP conducted by Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, during 15th to 29th December 2021.
14. Participated workshop on "*Parametric statistical tests using 'SYSTAT' for ODL learners and Researchers*" organised by Department of Commerce, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu, during 28th March to 1st April 2022.

PAPER PRESENTED IN INTERNATIONAL SEMINARS / CONFERENCES:

1. Paper presented on "A study on Customer Relationship Management in SBI Bank", International Seminar on "Global Competitiveness – A challenge for Sustenance and Excellence", organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 16th and 17th August 2013.
2. Paper presented on "Service Quality and Customer Satisfaction – A study with special reference to Public Sectors Commercial Banks in Trichy Town", International Seminar on "Global Competitiveness – A challenge for Sustenance and Excellence", organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 16th and 17th August 2013.
3. Paper presented on "Job Involvement of Employees in Tamil Nadu Transport Corporation Limited, Villupuram", International Seminar on "Global Competitiveness – A challenge for Sustenance and Excellence", organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 16th and 17th August 2013.
4. Paper presented on "A study on Customer Satisfaction in LIC of India with special reference to Trichy District", International Seminar on "Global Competitiveness – A challenge for Sustenance and Excellence", organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 16th and 17th August 2013.
5. Paper presented on "Consumer Preference of Two Wheeler Vehicle with special reference to Lalgudi in Trichy", International Seminar on "Issues and Challenges of Indian Business in Global Scenario", organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 13th and 14th February 2013.
6. Paper presented on "A study on Customer Relationship Management in Banking Sector", International Seminar on "Issues and Challenges of Indian Business in Global Scenario", organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 13th and 14th February 2013.
7. Paper presented on "Service Quality and Customer Satisfaction – A Study with special reference to IOB in Tiruchirappalli Region", International Seminar on "Issues and Challenges of Indian Business in Global Scenario", organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 13th and 14th February 2013.
8. Paper presented on "An Analysis of Southern Railway services with special reference to Tiruchirappalli Division", International Seminar on "Issues and Challenges of Indian Business in Global Scenario", organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 13th and 14th February 2013.
9. Paper presented on "An Analysis of Job Satisfaction of the Employees of Public Sector Banks

- in Tiruchirappalli Town”, International Seminar on “Issues and Challenges of Indian Business in Global Scenario”, organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 13th and 14th February 2013.
10. Paper presented on “Marketing of Banana”, International Seminar on “Issues and Challenges of Indian Business in Global Scenario”, organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 13th and 14th February 2013.
 11. Paper presented on “A study on Organisational Climate in Arts and Science Colleges in Tiruchirappalli Region”, International Seminar on “Issues and Challenges of Indian Business in Global Scenario”, organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 13th and 14th February 2013.
 12. Paper presented on “A study on Policy Holders satisfaction in LIC of India with special reference to Tiruchirappalli Town”, International Seminar on “Issues and Challenges of Indian Business in Global Scenario”, organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 13th and 14th February 2013.
 13. Paper presented on “Global Innovation Management in Wireless Communications”, International Seminar on “Issues and Challenges of Indian Business in Global Scenario”, organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 13th and 14th February 2013.
 14. Paper presented on “Contemporary Issues and Challenges of Textiles Industry in Global Scenario”, International Seminar on “Issues and Challenges of Indian Business in Global Scenario”, organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 13th and 14th February 2013.
 15. Paper presented on “Issues and Challenges in Tea Marketing – A Global Scenario”, International Seminar on “Issues and Challenges of Indian Business in Global Scenario”, organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 13th and 14th February 2013.
 16. Paper presented on “Organisational Climate and its impacts on IT industries”, International Conference on “Corporate and Business Response to Climate Change”, organized by Department of Commerce, Periyar University Salem on 7th, 8th and 9th December 2011.
 17. Paper presented on “E-Commerce in HRM”, International Conference on “Emerging Trends in e-Commerce”, organized by Department of Commerce, University of Madras, Chennai on 16th and 17th March 2011.
 18. Paper presented on “Service Quality and Customer Satisfaction – A Study with special Reference to IOB in Tiruchirappalli Region”, in 3rd International Conference on “Competency Building Strategies in Business and Technology for sustainable Development”, organized by Sri Ganesh School of Business Management, Mettupatti, Salem, on 25th February 2014.
 19. Paper presented on “A Study on Passengers Satisfaction provided by Bus Operators in Tamil Nadu”, in 3rd International Conference on “Competency Building Strategies in Business and Technology for sustainable Development”, organized by Sri Ganesh School of Business Management, Mettupatti, Salem, on 25th February 2014.
 20. Paper presented on “Job Satisfaction with in the bank employees: A Critical analysis of the positive and negative variables towards Job Satisfaction”, in 3rd International Conference on “Competency Building Strategies in Business and Technology for sustainable Development”, organized by Sri Ganesh School of Business Management, Mettupatti, Salem, on 25th February 2014.
 21. Paper presented titled “New Perspectives in the Banking Sector – The CRM Way at the International Conference on Innovative Marketing Strategies for Sustainable Growth

organized by Department of Commerce on 16th September 2015 at Sankara College of Science and Commerce, Bharathiar University.

22. Presented a paper titled *"The impact on demographic variables on financial literacy of teaching faculties in Kozhikode district, Kerala"*, in International conference on "Contemporary Issues in Business" organized "Next Gen innovation – engage, embrace and adapt in the era of digital transformation" at Ethiraj college for women (autonomous) Chennai-600 008 on 24th January 2023.
23. Presented a paper titled *"Analyzing the investment pattern of teaching faculties in Kozhikode district, Kerala"*, in International conference on "Digital pedagogy and open-source tools for effective teaching, learning and research" at V.H.N senthikumara Nadar college (Autonomous), virudhunagar on 25 January 2023.
24. Presented a paper titled "A study on financial literacy of teaching faculties in Kozhikode district, Kerala" in two-day international conference on "dynamic quadrants in the world of commerce" organized by department of commerce, bishop heber college (autonomous), Trichy, on 16th & 17th February.

PAPER PRESENTED IN NATIONAL LEVEL SEMINARS / CONFERENCES:

1. Paper presented on "A study on Service Quality of Life Insurance Corporation of India with Special Reference to SriRangam Branch Tiruchirappalli Town", Two Day National Seminar on "Contemporary trends in the Avenues of Commerce and Management" organized by PG & Research Department of Commerce, Cauvery College for Women, Trichy on 20th and 21st September 2013.
2. Paper presented on "Growth and Prospects of Financial Inclusion", Two Day National Seminar on "Financial Inclusion for Inclusive Growth – Issues & Challenges" organized by PG & Research Department of Commerce, Periyar EE.V.R. College, Trichy on 26th and 27th April 2013.
3. Paper presented on "Impact of Globalisation on Indian Economy", Two Day National Seminar on "Recent Trends in Indian Economy – A management Perspective" organized by PG & Research Department of Commerce & Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy on 4th February 2011.
4. Paper presented on "Role of Agriculture in Indian Economy", One Day National Level Seminar on "Recent Trends in Indian Economy – A management Perspective" organized by PG & Research Department of Commerce & Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy on 4th February 2011.
5. Paper presented on "Recent Economic Development of Sugar Industry in Tamil Nadu", One Day National Seminar on "Recent Trends in Indian Economy – A management Perspective" organized by PG & Research Department of Commerce & Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy on 4th February 2011.
6. Paper presented on "Rural Marketing in India", Two Day National Conference on "Innovative Challenges in Strategic Management" organized by Department of Management Studies, Srinivasan College of Arts & Science, Perambalur on 19th & 20th March 2010.
7. Paper presented on "Challenges and Opportunities of Banking sector in India", Two Day National Seminar on "Commerce Education in the New Millennium – Challenges & Perspectives" organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 14th & 15th September 2006.
8. Paper presented on "GATS Proposals and Its Implications", Two Day National Level Seminar on "International Trade & Marketing – Emerging Issues and Challenges after Liberalization

and Globalisation” organized by PG & Research Department of Commerce Khader Mohideen College Adirampattinam on 19th & 20th August 2006.

9. Paper presented on “E-Banking”, One Day National Seminar on “Emerging Issues in Indian Banking Industry” organized by the PG & Research Department of Commerce, Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi on 13h & 14th December 2002.
10. Paper presented on “Cost-Benefit Analysis of Accounting Information”, Two Day National Level Seminar on “Accounting – Trends and Practices” organized by Department of Commerce, Annamalai University on 26th & 27th March 2001.
11. Paper presented titled “Workers Participation in Management”, One Day National Level Seminar on “New Vistas in Employment Relations in Public and Private Sector Undertakings” organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 5th February 2015.
12. Paper presented titled “Job Satisfaction of Employees of LIC in Thanjavur Division”, One Day National Level Seminar on “New Vistas in Employment Relations in Public and Private Sector Undertakings” organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli-620 020 on 5th February 2015.
13. Paper presented titled “Social Security for Employees in Southern Railway with Special Reference to Workshop”, One Day National Level Seminar on “New Vistas in Employment Relations in Public and Private Sector Undertakings” organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 5th February 2015.
14. Paper presented titled “A Study on Employees Relations in Southern Railways”, One Day National Level Seminar on “New Vistas in Employment Relations in Public and Private Sector Undertakings” organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli-620 020 on 5th February 2015.
15. Paper presented titled “Industrial Disputes in Contemporary in World”, One Day National Level Seminar on “New Vistas in Employment Relations in Public and Private Sector Undertakings” organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 5th February 2015.
16. Paper presented titled “A Study on Employee Perception towards HRD Climate in an Organization”, One Day National Level Seminar on “New Vistas in Employment Relations in Public and Private Sector Undertakings” organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 5th February 2015.
17. Paper presented titled “Level of Satisfaction among Bank Employees”, One Day National Level Seminar on “New Vistas in Employment Relations in Public and Private Sector Undertakings” organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 5th February 2015.
18. Paper presented titled “Analytical study on Competency Management in Private Sector Banks in Trichy”, One Day National Level Seminar on “New Vistas in Employment Relations in Public and Private Sector Undertakings” organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 5th February 2015.
19. Paper presented titled “Job Satisfaction – A comparison study of Public and Private Sector Bank Employees”, One Day National Level Seminar on “New Vistas in Employment Relations in Public and Private Sector Undertakings” organized by the PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 5th February 2015.
20. Presented a paper titled “Growth and Prospects of Financial Inclusion”, in Two Day National Level Seminar on “Financial Inclusion for Inclusive Growth Issues & Challenges” organized by

the PG and Research Department of Commerce, Periyar EVR College, Tiruchirappalli – 620 023 on 26th and 27th April 2015.

21. Presented a paper titled “Recent Trends and Issues in Commerce”, in Two Day National Level Seminar on “Recent Trends in Commerce” organized by the Department of Commerce, Sri Akilandeswari Women’s College, Wandiwash on 14th and 15th September 2015.
22. Presented a paper titled “Financial Inclusion in India”, in Two Day National Level Seminar on “Recent Trends in Commerce” organized by the Department of Commerce, Sri Akilandeswari Women’s College, Wandiwash on 14th and 15th September 2015.
23. Presented a paper titled “A Study on Service Quality of Life Insurance Corporation of India with special reference to Srirangam Branch Tiruchirappalli Town”, in One Day State Level Seminar on “Contemporary Trends in the Avenues of Commerce and Management” organized by the PG & Research Department of Commerce, Cauvery College for Women, Tiruchirappalli – 620 018 on 20th & 21st September 2013.
24. Paper presented titled “*Effectiveness of social media marketing over traditional media: An Empirical analysis*” at the National Conference on “Great initiatives of state and central government through startup(s) programmes in nurturing entrepreneurial activities” Organised by PG & Research Department of commerce, Jamal Mohamed college (Autonomous), Trichy on 21st September 2022 & 22nd September 2022.
25. Paper presented titled “*Financial literacy and investment pattern: a study among school teachers in Kozhikode district, Kerala*” at the National Conference on “Great initiatives of state and central government through startup(s) programmes in nurturing entrepreneurial activities” Organised by PG & Research Department of commerce, Jamal Mohamed college (Autonomous), Trichy on 21st September 2022 & 22nd September 2022.
26. Paper presented titled “*Problems and prospects of street vendors before and after pandemic in Tiruchirappalli district*” at the National Conference on “Great initiatives of state and central government through startup(s) programmes in nurturing entrepreneurial activities” Organised by PG & Research Department of commerce, Jamal Mohamed college (Autonomous), Trichy on 21st September 2022 & 22nd September 2022.
27. Paper presented titled “*A comparative study on digital marketing*” at the National Conference on “Great initiatives of state and central government through startup(s) programmes in nurturing entrepreneurial activities” Organised by PG & Research Department of commerce, Jamal Mohamed college (Autonomous), Trichy on 21st September 2022 & 22nd September 2022.
28. Paper presented titled “*Analysis on consumer perception in digital marketing in Trichy*” at the National Conference on “Great initiatives of state and central government through startup(s) programmes in nurturing entrepreneurial activities” Organised by PG & Research Department of commerce, Jamal Mohamed college (Autonomous), Trichy on 21st September 2022 & 22nd September 2022.

PAPER PRESENTED IN STATE LEVEL SEMINARS / CONFERENCES:

1. Paper presented on "Electronic Customer Relationship Management in Indian Banks", One Day State Level Seminar on "Financial Inclusion – A way of Equitable Growth" organized by PG & Research Department of Commerce and Department of Business Administration, Jamal Mohamed College (Autonomous) Trichy on 21st September 2013.
2. Paper presented on "Reach the Unreached – Status of Financial Inclusion in India", One Day State Level Seminar on "Financial Inclusion – A way of Equitable Growth" organized by PG & Research Department of Commerce and Department of Business Administration, Jamal Mohamed College (Autonomous) Trichy on 21st September 2013.
3. Paper presented on "Role of Reserve Bank of India in Financial Inclusion", One Day State Level Seminar on "Financial Inclusion – A way of Equitable Growth" organized by PG & Research Department of Commerce and Department of Business Administration, Jamal Mohamed College (Autonomous) Trichy on 21st September 2013.
4. Paper presented on "Issues and Challenges in Financial Inclusion in India", One Day State Level Seminar on "Financial Inclusion – A way of Equitable Growth" organized by PG & Research Department of Commerce and Department of Business Administration, Jamal Mohamed College (Autonomous) Trichy on 21st September 2013.
5. Paper presented on "A Study on Companies using Social media for Customer Relationship Management", One Day State Level Seminar on "Problem and Prospects of Service sector in India" organized by PG & Research Department of Commerce and Department of Business Administration, Jamal Mohamed College (Autonomous) Trichy on 12th January 2013.
6. Paper presented on "Recent Trends in Human Resource Management Practices", One Day State Level Seminar on "Problem and Prospects of Service sector in India" organized by PG & Research Department of Commerce and Department of Business Administration, Jamal Mohamed College (Autonomous) Trichy on 12th January 2013.
7. Paper presented on "Marketing of Banana", One Day State Level Seminar on "Problem and Prospects of Service sector in India" organized by PG & Research Department of Commerce and Department of Business Administration, Jamal Mohamed College (Autonomous) Trichy on 12th January 2013.
8. Paper presented on "Problems and Prospects of Banking Sector in India", One Day State Level Seminar on "Problem and Prospects of Service sector in India" organized by PG & Research Department of Commerce and Department of Business Administration, Jamal Mohamed College (Autonomous) Trichy on 12th January 2013.
9. Paper presented on "Challenges and Prospects of Private Service Sector Organisations in India", One Day State Level Seminar on "Problem and Prospects of Service sector in India" organized by PG & Research Department of Commerce and Department of Business Administration, Jamal Mohamed College (Autonomous) Trichy on 12th January 2013.
10. Paper presented on "Life Insurance Corporation of India in Current Scenario", One Day State Level Seminar on "Problem and Prospects of Service sector in India" organized by PG & Research Department of Commerce and Department of Business Administration, Jamal Mohamed College (Autonomous) Trichy on 12th January 2013.
11. Paper presented on "Investment Opportunities and Challenges", One Day State Level Seminar on "Problem and Prospects of Service sector in India" organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous) Trichy on 12th January 2011.
12. Paper presented on "Corporate Governance in Indian Capital Market", One Day State Level Seminar on "Corporate Governance in India – Challenges and Prospects" organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous) Trichy on 19th March 2010.
13. Paper presented on "Integrated Marketing Communication in the Changing Scenario", Two Day State Level Seminar on "Marketing Strategies in the New Millennium – Challenges and

Perspectives” organized by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous) Trichy on 1st and 2nd September 2004.

14. Paper presented on “Women Development Project in Tamil Nadu”, Two Day State Level Seminar on “Problems and Prospects of Rural Entrepreneurship” organized by PG & Research Department of Commerce, Urumu Dhanalakshmi College Trichy on 18th and 19th November 2004.
15. Paper presented on “Impact of Internet on Banking”, One Day State Level Seminar on “Banking in (On) The New Millennium” organized by PG & Research Department of Commerce, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai on 16th March 2001.
16. Presented a paper titled “Impact of CSR Schemes in LIC of India”, in One Day State Level Seminar on “Corporate Social Responsibility – Issues and Challenges in India” organized by the PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 29th January 2014.
17. Presented a paper titled “CSR: An analysis of Indian Commercial Banks”, in One Day State Level Seminar on “Corporate Social Responsibility – Issues and Challenges in India” organized by the PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 29th January 2014.
18. Presented a paper titled “CSR and Customers Fair Prices for Products”, in One Day State Level Seminar on “Corporate Social Responsibility – Issues and Challenges in India” organized by the PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 29th January 2014.
19. Presented a paper titled “An Empirical Study on Job Satisfaction of Bank Employees”, in One Day State Level Seminar on “Corporate Social Responsibility – Issues and Challenges in India” organized by the PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli– 620 020 on 29th January 2014.
20. Presented a paper titled “Public Sector Bank Role in CSR”, in One Day State Level Seminar on “Corporate Social Responsibility – Issues and Challenges in India” organized by the PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 29th January 2014.
21. Presented a paper titled “CSR regards in Ethics and Truth in Advertising”, in One Day State Level Seminar on “Corporate Social Responsibility – Issues and Challenges in India” organized by the PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 29th January 2014.
22. Presented a paper titled “Rules and Provision for CSR under new Companies Act 2013”, in One Day State Level Seminar on “Corporate Social Responsibility – Issues and Challenges in India” organized by the PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 29th January 2014.
23. Presented a paper titled “Quality Services Rendered in Southern Railway Service”, in One Day State Level Seminar on “Corporate Social Responsibility – Issues and Challenges in India” organized by the PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 29th January 2014.
25. Presented a paper titled “CSR – Issues and Challenges in India”, in One Day State Level Seminar on “Corporate Social Responsibility – Issues and Challenges in India” organized by the PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli – 620 020 on 29th January 2014.
26. Presented a paper titled “A study on Policy Holder’s Perception & Satisfaction of Services of LIC of India with reference to Tiruchirappalli District”, in One Day State Level Seminar on “Contemporary Issues in Business” organized by the Department of Commerce, Bishop Heber College, Tiruchirappalli – 620 017 on 5th & 6th December 2014.

PARTICIPATED IN STATE/NATIONAL LEVEL SEMINARS / CONFERENCES:

1. Attended Seminar on “Crating Competitiveness to excel in Higher Education – A TQM Approach” organized by Internal Quality Assurance Cell, Jamal Mohamed College (Autonomous), Tiruchirappalli -20 on 8th December 2010.
2. Attended in NAAC Sponsored National Level Seminar on “Quality Enhancement in Teaching, Research and Extension in Higher Education Institutions – Prospect and Problems” organized by Internal Quality Assurance Cell, Jamal Mohamed College (Autonomous), Tiruchirappalli - 20 on 15th and 16th April 2010.
3. Attended UGC Sponsored State Level Seminar on “Examination Reforms” organized by Internal Quality Assurance Cell, Jamal Mohamed College (Autonomous), Tiruchirappalli -20 on 12th March 2010.
4. Participated in “BRAMMA ’09 – One-day National Level Seminar on “Branding and Advertising for Future Managers” organized by School of Management, SASTRA University, Thanjavur on 12th October 2009.
5. Participated in One Day K.S. Sampathkumaran Memorial Regional Seminar on “The Management Accounting Strategies During Economic Uncertainties” on 11th January 2009 at the V.S. Chakrapani Hall, Tiruchirappalli Chapter, Trichy – 1, organized by SIRC, Chennai and Tiruchirappalli Chapter of Cost Accountants, Trichy -1.
6. Participated in UGC Sponsored Two Day National Level Seminar on “Emerging HRD Practices in the Information Technology Era” organized by PG & Research Department of Commerce, National College, Trichy on 15th and 16th March 2007.
7. Attended the UGC Sponsored National Level Seminar organized by the PG & Research Department of Commerce, Jamal Mohamed college (Autonomous), Trichy on 8th, 9th and 10th November 2005.
8. Participated in the National Seminar on “Retailing Strategies for Indian Market” organized by Jamal Institute of Management, Jamal Mohamed College, Tiruchirappalli on 20th and 21st of April 2005.
9. Attended the National Seminar on “Financial Sector Reforms” organized by the Department of Commerce, St. Joseph’s College, Tiruchirappalli on 12th & 13th January 2005.
10. Participated in the webinar on “*financial investments*” organised by department of commerce, SRM institute of science and technology, kattankulathur, Chengalpattu on 13th February 2022.
11. Participated in the one-day National webinar on “Application of sampling techniques in social science research” organised by the department of commerce (general), VISTAS, chennai on 22nd December 2021.
12. Participated in the webinar on “the art of publishing research papers” held on 20th November 2021 organised by TNJFU- Fisheries business school, OMR campus, Vaniyanchavadi, Chennai- 603103.
13. Participated national webinar on “*personal financial literacy*” organised by PG & Research department of commerce (SF), jamal Mohamed college (autonomous), tiruchirappally, tamilnadu, on 18th august 2021.

Declaration

I hereby state that the above mentioned details are true to the best of my knowledge.

Place: Tiruchirappalli

(Dr. M. MARIMUTHU)