

# CURRICULUM VITAE

**Dr. M. SHAJAHAN**

Assistant Professor of Commerce

PG & Research Department of Commerce

Jamal Mohamed College (Autonomous)

Trichy-620 020



## RESIDENTIAL ADDRESS

VM Complex, KVB ATM Karur Main Road

Jeeyapuram, Trichy-639101

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## EDUCATIONAL QUALIFICATIONS

S.No	Qualification	Board/University	Institution	Year of passing	Subject	Class
1	Ph.D	Bharathidasan University	Jamal Mohamed College,	2018	Commerce	Commended
2	M.Phil.	Bharathidasan University	Jamal Mohamed College,	2011	Commerce	Distinction
3	M.Com	Bharathidasan University	Jamal Mohamed College,	2010	Commerce	First
4	B.Com	Bharathidasan University	Jamal Mohamed College,	2008	Commerce	First
5	HSC	Board of Higher Secondary Education	U.D.V Hr. Sec School	2005	Commerce	First
6	SSLC	Board of Secondary Education	U.D.V Hr. Sec School	2003	General	Second

## PROFESSIONAL QUALIFICATIONS

**Experience:** Under Graduate : **12 Years & 7 Month**  
Post Graduate : **12 Years & 7 Month**

S.No	Designation	Institution	Period		Total Period
			From	To	
1	Assistant Professor of Commerce	Jamal Mohamed College (Autonomous) Trichy	01-10-2011	Till Date	<b>12 Years &amp; 7 Month</b>

**Areas of Specialization : FINANCE, MARKETING & HRM**

**Languages Known : TAMIL, ENGLISH**

### **Subjects Taught**

**UG:** Financial Accounting, Business Economics, Business Organisation, Marketing, Personnel Management, Business Management, Income Tax, and Business Communication.

**PG:** Investment and Portfolio Management, Business Taxation, Retail Marketing, Strategic Marketing, Supply Chain Management, Human Resource Management.

### **Research Guidance Experience at PG Level:**

<b>COMPLETED</b>	<b>ON ROLL</b>
<b>16</b>	<b>01</b>

### **Co-Curricular Activities:**

<b>Position Held Particulars</b>	<b>Particulars</b>
Organizing Secretary	Organized a One Day International Conference on “Practical Application of Interest Free Financing For The Economic Development” January 2015
Tutor In charge	B.Com 2016 To 2018 B.Com 2018 To 2021 B.Com 2021 To 2024
Library In-charge	2016 To 2017
Test In charge	2020 -2021 2022-2023 2023-2024
NSS	From 2022- To Till Date

### **Computer Knowledge:**

<b>PGDCA</b>	Jawaharlal Nehru institute &Technology Delhi
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### **Project / Research Experience:**

#### **At Ph.D. Level: (Area – Marketing)**

- ❖ A Study on Customer Preference and Perception towards Post Office Investment in Tiruchirappalli District

#### **At M.Phil., Level: (Area – Marketing)**

- ❖ A Study On Financial Performance Of Bharath Petroleum Corporation In Tiruchirappalli District

#### **At M.Com (PG) Level: (Area – Marketing)**

- ❖ The Impact of Cable Television In Jeeyapuram

## Online Certification Courses

S.No	Institution	Awarding Agency	Paper Title	Date
1.	Indira Gandhi National Open University	Swayam	National Education Policy -2020, Professional Development Programme	01.01.2024 To 31.01.2024
2.	NPTEL-AICTE	Swayam	Advances in Strategic Human Resource Management	Jan-Feb 2024

## Details of Patents Filed

S.No	Title for which Patent is filed	Date of Filing and File Number	Date of Sanction
1	Contribution Of Small Scale Enterprises Towards The Economic Growth In India	25.01.2024	02.02.2024
2	Climate change, the role of financial system and action in India	07.02.2024	21.06.2024
3	Climate change, the role of financial system and action in India	17.02.2024	21.06.2024
4	Bank Performance and E-banking services: A perspective from India	15.09.2024	20.09.2024
5	Framework for the Development and Governance of Strategies Promoting Sustainable Economic Growth	14.02.2025	21.02.2025

## Details of Orientation & Training Programme

S.No	Institution	Date
1	Intellectual Property India- National intellectual Awareness Mission- NIPAM Training Programme	11 <sup>th</sup> March 2024
2	Malaviya Mission Teacher training Programme- NEP 2020 Orientation & Sensitization Programme	18 <sup>th</sup> to 27 <sup>th</sup> March 2024
3	NEP 2020 Orientation & Sensitization programme- Malaviya Mission Teacher Training Centre-, Madurai Kamaraj University, Madurai	14 <sup>th</sup> to 22 <sup>nd</sup> October 2024

## Details of Paper Presented:

### International Seminar

S.No	Institution	Title of the seminar	Paper Title	Date
1.	Jamal Mohamed College, Tiruchirappalli	Global Competitiveness – A Challenge for Sustenance and Excellence	Impact of Globalisation on Developing Countries	16 <sup>th</sup> & 17 <sup>th</sup> August, 2013

2	Jamal Mohamed College, Tiruchirappalli	Inclusive Economic Growth	Indian Postal Service In The Global Competitive Scenario	13 <sup>th</sup> & 14 <sup>th</sup> August, 2015
3	Annai Vailankanni Arts&Science College, Thanjavur	Functional Innovation In Commerce & Management	A study on post office savings in rural areas with reference to Tiruchirappalli district.	8 <sup>th</sup> & 9 <sup>th</sup> February 2017
4	Nilgiri College of Arts & Science (Autonomous), Thaloor- Nilgiris	International Conference On Artificial Intelligence And Digital Transformation: Strategies For Growth And Sustainability	A study on consumer perception towards social media Advertising in Tiruchirappalli district	23 <sup>rd</sup> August 2024
5	Jamal Mohamed College, Tiruchirappalli	International Conference On “ Transformation of business in the global scenario and its impact on Entrepreneurship”	The role and impact of social media performance in digital India	5 <sup>th</sup> February 2025
6	Jamal Mohamed College, Tiruchirappalli	International Conference On “ Transformation of business in the global scenario and its impact on Entrepreneurship”	A study on social media advertising marketing strategies in over view	5 <sup>th</sup> February 2025

### National Level Seminars/Conferences

S.No	Institution	Title of the seminar/conference	Paper Title	Date
1	Jamal Mohamed College- Trichy	India- An Emerging Economic Power	The service sector as India's Platform to economic growth	4 <sup>th</sup> February 2012
2	Jamal Mohamed College- Trichy	Service Sector in the Globalization Era	Retailing – An Emerging concept in Era of Globalization with special reference to Indian Industry	22 <sup>nd</sup> February 2012
3	Jamal Mohamed College- Trichy	Examination Reforms	A Review Of Customer Satisfaction For Indian Postal Services	24 <sup>th</sup> February 2012
4	Jamal Mohamed College- Trichy	Problems and Challenges in MSME	ED in MSME Sector in India	25 <sup>th</sup> February 2012
5	Jamal Mohamed College- Trichy	Marketing Strategies For Make In India Products and Services	The study on Consumer perception towards Banking services with special reference to Tiruchirappalli Town	24 <sup>th</sup> January 2015
6	Jamal Mohamed College- Trichy	New vistas in Employment Relations in Public and Private sector	Quality of work life among Employees in Indian Bank Trichy	5 <sup>th</sup> February 2015

		Undertakings		
7	Jamal Mohamed College- Trichy	Practical Application of Interest Free Financing For The Economic Development	“The relevance of Islamic Finance principles in Economic Growth”	13 <sup>th</sup> January 2016
8	Jamal Mohamed College-Trichy	Growth strategies for business development in India	Investment behavior of postal customers post office savings schemes(POSB) a case study of Tiruchirappalli District	28 <sup>th</sup> September 2016
9	Jamal Mohamed College- Trichy	Emerging Business Practices in the Global Environment	A Study on Investment Attitudes Towards Post office Deposit Schemes	19 <sup>th</sup> January 2017
10	Jamal Mohamed College- Trichy	Strategic Growth Of Business In New India – Prospects And Challenges	Investor Behavior Towards Various Alternatives in Tiruchirappalli District	23 <sup>rd</sup> September 2017
11	Jamal Mohamed College- Trichy	Advancement in business in the digital Era	A study of consumer behavior towards cosmetic products in Tiruchirappalli District	20 <sup>th</sup> September 2018
12	Periyar EVR College- Trichy	Fostering Scientific Temper on Business Research	A Study on Customer Satisfaction Towards Departmental Stores in Tiruchirappalli District.	20 <sup>th</sup> February 2019
13	Jamal Mohamed College- Trichy	Advancement in business in the digital Era	Customer perception on mobile technology website adoption in Tiruchirappalli District <b>(IJAEMA) UGC CARE LIST</b>	25 <sup>th</sup> September 2019
14	Srimad Andavan Arts and Science College	Skill Development Practices to Enhance The Skill Set of College Students	Investor Behavior Towards Various Alternatives in Tiruchirappalli District	21&22 <sup>nd</sup> December 2023
15	Jamal Mohamed College- Trichy	Technological Advancement And Its Impact On Entrepreneurship	A Study On Consumer Behaviour Towards YouTube Adds Special Reference To Trichy District	24 <sup>th</sup> January 2024
16	Jamal Mohamed College- Trichy	Technological Advancement And Its Impact On Entrepreneurship	Analyzing The Effects Of Brand Response Among Car Users In Tiruchirappalli District Major Towns	24 <sup>th</sup> January 2024
17	Manonmaniam Sundharam College- Thuthukudi	Ai And E- Commerce Synergies Revolutionizing The Digital Market Place	A Study On Ai Towards E- Commerce Industry	04 <sup>th</sup> October 2024
18	Jamal Mohamed College, Tiruchirappalli	International Conference On “ Transformation of business in the global scenario and its impact on Entrepreneurship”	The role and impact of social media performance in digital India	5 <sup>th</sup> February 2025

19	Jamal Mohamed College, Tiruchirappalli	International Conference On “ Transformation of business in the global scenario and its impact on Entrepreneurship”	A study on social media advertising and marketing strategies in over view	5 <sup>th</sup> February 2025
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### State and Regional Level Seminars and Conferences

S.No.	Institution	Title of the seminar/conference	Paper Title	Date
1	Jamal Mohamed College- Trichy	Internal Quality Assurance Cell,	Teaching, Learning and Research in Higher Education – Excellence and Beyond Excellence	7 <sup>th</sup> March 2012
2	Jamal Mohamed College- Trichy	Problems & Prospectus of service sector in India	Brand Based Competition in the Agriculture Food Sector	12 <sup>th</sup> January 2013
3	Jamal Mohamed College- Trichy	Financial Inclusion – A Way of Equitable Growth	Financial inclusion for sustainable development	21 <sup>st</sup> September 2013
4	Jamal Mohamed College- Trichy	Corporate Social Responsibility-Issues and Challenges in India	Globalization of corporate social responsibility focusing on Indian markets.	29 <sup>th</sup> January 2014
5	Jamal Mohamed College- Trichy	Different Perspectives of Companies Act 2013- Towards Corporate Excellence	One person’s Company-A Concept for new age Ownership in Companies Act-2013.	1 <sup>st</sup> Feb 2014

### Workshops & Faculty Development Programme

S.No.	Institution	Title	Date
1	Jamal Mohamed College, - IQAC Tiruchirappalli	One Day Workshop on International Financial Reporting Standards (IFRS)	1 <sup>st</sup> October 2011
2	Jamal Mohamed College, Tiruchirappalli	One Day State Level Workshop on Stock Market Practices	12 <sup>th</sup> January 2012
3	Jamal Mohamed College, - IQAC Tiruchirappalli	Workshop on E-Content Development for Teaching –Learning	22 <sup>nd</sup> December 2015
4	Jamal Mohamed College, - IQAC Tiruchirappalli	The Role of a Teacher in the Present Scenario	7 <sup>th</sup> January 2017
5	Jamal Mohamed College, - IQAC Tiruchirappalli	Three- Day NLP-Based Faculty Empowerment Programme	17 <sup>th</sup> , 19 <sup>th</sup> & 20 June 2017

6	Jamal Mohamed College, - IQAC Tiruchirappalli	Writing Winnable Project proposals'	23 <sup>rd</sup> June 2018
7	Jamal Mohamed College, - IQAC Tiruchirappalli	Professional Development for Academic Leadership in Curriculum Design	18 <sup>th</sup> &19 <sup>th</sup> January 2019
8	Bharathidasan University- Department of Commerce and Financial Studies	Faculty Development Programme in security Markets	15 <sup>th</sup> February 2020
9	Department of Commerce and Financial Studies - Mahatma Gandhi National Council of Rural Education Bharathidasan University	Online Curriculum Workshop on Introducing BBA/MBA Rural Management Curriculum	15 <sup>th</sup> December 2020
10	Kamla Nehru Mahavidyalaya- Nagpur	One week Faculty Development Programme on Research Methodology	26 <sup>th</sup> April to 1 <sup>st</sup> May 2021
11	ST. Francis sales College - Maharashtra	Five Day Interdisciplinary Online Workshop on “Advance Teaching, Learning, Research Methodology and Innovations”	1 <sup>st</sup> June to 5 <sup>th</sup> 2021
12	VIT –Vellore Institute of Technology	Workshop on 'How to write a research paper?'	22 <sup>nd</sup> June 2021
13	Nallamuthu Gounder Mahalingam College - Pollachi	State Level Faculty Development Programme on “Funding Agencies For Project Proposals”	20 <sup>th</sup> July 2021
14	BPS Institute of teacher training and Research Bhagat phool sikh mahila vishwavidyalaya - Haryana	One week Online National Workshop on “Research Methodology & Data Analysis”	22 <sup>nd</sup> February to 28 <sup>th</sup> 2022
15	Seshadripuram academy of business studies- Bengalurn	A National Level Faculty Development Programme on “ Data analysis with Statistical Package for social science”	27 <sup>th</sup> Aprilo 06 <sup>th</sup> May 2022
16	SIVET College- Research Development Cell	Five days online workshop on Data analysis and interpretation by using SPSS SMART PLS4	28 <sup>th</sup> Feb to 4 <sup>th</sup> March 2023
17	Jamal Mohamed College, - BBA& Institution’s Innovation Council (IIC) Tiruchirappalli	Five days Faculty Development Programme on “Emerging trends in innovative research”	3 <sup>rd</sup> to 7 <sup>th</sup> July 2023
18	Bon Secours College For Women, Thanjavur.	Research Seminar on “ Data handing and visualization Techniques using data structure python”	02 <sup>nd</sup> September 2023
19	Hindusthan College of Arts &	Five days Faculty Development Programme on	4 <sup>th</sup> to 9 <sup>th</sup>

	Science	“Influence of AI in Teaching & Research”	September 2023
20	BSM -ANAND	Online national seminar on “ Opportunities of Research in Indian Knowledge System (IKS)	25 <sup>th</sup> December 2023
21	Star International Foundation For Research And Education	Five days Online Work Shop On “ SPSS Research”	26 <sup>th</sup> to 30 <sup>th</sup> December 2023
22	Bon Secours College For Women, Thanjavur.	Professional Skill Development Programme on “Research & Data analytics in Commerce”	04 <sup>th</sup> to 10 <sup>th</sup> January 2024
23	Jamal Mohamed College, Department of History Tiruchirappalli	Five days International Work Shop On “ Research Methodology: Tools and Techniques for Thesis Writng”	08 <sup>th</sup> to 12 <sup>th</sup> January 2024
24	The Bhopal School Of Social Science ( Autonomous) Bhopal	Two days International Work Shop On “Data Visualisation using Power BI”	1 <sup>st</sup> & 2 <sup>nd</sup> February 2024
25	Dhanraj Baid Jain College, PG & Research Department of Computer Science- Chennai	Five days Faculty Development Programme on “The journey from Inception to Publishing”	05 <sup>th</sup> to 9 <sup>th</sup> February 2024
26	Mohamed Sathak College of Arts And Science - Chennai	Five days National level Faculty Development Programme on “Advanced Research Methodology”	19 <sup>th</sup> to 23 <sup>rd</sup> February 2024
27	A Business School Affiliated to Bangalore University	Three days Faculty Development Programme on “Citation & Reference Management for Scholarly Writing”	26 <sup>th</sup> to 28 <sup>th</sup> February 2024
28	NPTEL- AICTE	Four Weeks Faculty Development Programme on Swayam- Advances in Strategic Human Resource Management	Jan-Feb 2024
29	Sri Krishna Arts and Science College- Coimbatore	Ensuring Research Integrity: A Digital Hygiene Approach With Block chain Technology	26 <sup>th</sup> to 01 <sup>st</sup> March 2024
30	Dwaraka Doss Goverdhan Doss Vaishnav College- Chennai	One day international seminar – Navigating the future: Emerging trends in business and global dynamics	7 <sup>th</sup> March 2024
31	Shri Mukthanand College Gangapur- Maharashtra	One Day National seminar on “ Research Methodology”	11 <sup>th</sup> March 2024
32	Star International Foundation For Research And Education	Seven days Online FDP On “ Python”	19 <sup>th</sup> to 25 <sup>th</sup> March 2024
33	Adhiyaman Arts and Science College for Women- Krishnagiri	One day National level FDP on “ Empowering Educators For Excellence In Digital Teaching And Professional Growth	29 <sup>th</sup> March 2024
34	SRM- Institute of Science and Technology college of science and Humanities	Eight days Online Work Shop On “ Up scaling Research”	14 <sup>th</sup> to 15 <sup>th</sup> April 2024



35	Pencil Bitz - Udyam	One day National level FDP on “The Engine Of Continuous Improvement In IP Management”	14 <sup>th</sup> April 2024
36	SKPC- Sri Kanyaka Parameswari Arts & Science College for Women- Chennai	Five days Virtual Professional Development Programme on “AI Tools for Optimizing Pedagogical Delivery”	23 <sup>rd</sup> April 2024
37	SKPC- Sri Kanyaka Parameswari Arts & Science College for Women- Chennai	Five days National level Faculty Development Programme on “Teaching as a challenging profession”	13 <sup>th</sup> to 17 <sup>th</sup> May 2024
38	Institute Of Public Enterprise - Hyderabad	Five days National level Faculty Development Programme on “AI for Educators”	20 <sup>th</sup> to 24 <sup>th</sup> May 2024
39	St. Mary’s Centenary Degree College- Secunderabad	Five days National level Faculty Enrichment Programme on “Empowering Educators- A multidimensional Approach”	27 <sup>th</sup> to 31 May 2024
40	Tamil Nadu Teacher Education& Dr. M.G.R Educational and research Institute Deemed to be University	Five days International level Faculty Development Programme on “Embracing Sustainability as Opportunity”	03 <sup>th</sup> to 07 <sup>th</sup> June 2024
41	PG and research department of Commerce, Jamal Mohamed College -Trichy	A Five day Faculty Development Programme	05 <sup>th</sup> to 09 <sup>th</sup> June 2024
42	PG and research department of Commerce,Cauvery College for women-Trichy	International workshop on writing and publishing research article in commerce and Management	20 <sup>th</sup> June 2024
43	Star International Foundation for Research and Education- Tiruchencode, Namakkal	International Online Faculty Development Programme on ‘Embracing Sustainability as Opportunity’	22 <sup>nd</sup> June 2024
44	Amity University, Uttar Pradesh	Online Faculty Development Programme on "Bridging Academia & Industry: Modern Practices in CS Education"	24 <sup>th</sup> to 28 <sup>th</sup> June 2024
45	Management Studies – MBA Program, Parul University	Online Faculty Development Programme on “ NEP 2020: Application of AI and Technology in Higher Education and Research”	24 <sup>th</sup> to 29 <sup>th</sup> June 2024
46	St. Aloysius College, Elthuruth, Thrissur	Online Faculty Development Programme on “ Transversal Skills I Applied Arificial Intelligence”	17 <sup>th</sup> July 2024
47	Seshadripuram Academy of Business Studies- Bengaluru	A Five day National Faculty Development Programme on “ Higher Education and Research in India	29 <sup>th</sup> July to 02 <sup>nd</sup> August 2024
48	Michael Job Memorial College of	A Two day National Faculty Development	5 <sup>th</sup> and 6 <sup>th</sup>

	Education for Women- Coimbatore	Programme on “ Critical & Creative thinking Skills”	August 2024
49	Hindusthan College of Arts & Science College- Coimbatore	A Five day National Faculty Development Programme on “Integrating NEP 2020 into Higher Education: Strategies for Faculty Development and Curriculum Innovation”	02nd to 6th September 2024
50	Patrician College of Arts and Science, Adyar, Chennai	One day workshop on “ Sustaining Innovation: Research Project Funding Strategies”	13 <sup>th</sup> September 2024
51	Star International Foundation for Research and Education- Tiruchencode, Namakkal	Five Days Online Workshop on Foundation of “Stock Market for beginners”	23 <sup>rd</sup> to 27 <sup>th</sup> September 2024
52	Dept of English SRM- Ramapuram Chennai	Five Days Online Workshop on “Next-Gen Research Tools	03 <sup>rd</sup> to 07 <sup>th</sup> December 2024
53	PG and research department of History of Jamal Mohamed College -Trichy	Five day workshop on “ International perspective on research methodology: Challenges and opportunities”	20 <sup>th</sup> to 24 <sup>th</sup> January 2025
54	Stella Matutina College of Education, Ashok nagar, Chennai	A Five day National Faculty Development Programme on “Sept @360- Skill Enhancement Program for Teachers”	02nd to 6th September 2024
55	Kamal Institute of Higher Education and Advance Technology- New Delhi	A Five day National Faculty Development Programme on “Innovative Pedagogical Techniques in Management Education”	21st to 25 th October 2024

### Publication in Journal

S.No.	Journal	Paper Title	Volume
1	Research Explorer	Impact of Globalization on Developing Countries	16 <sup>th</sup> & 17 <sup>th</sup> August, 2013
2	Intercontinental Journal of Finance Research review	A Study on investment behavior in post office savings schemes with reference to Tiruchirappalli District	November 2016
3	PRIMAX International Journal of Commerce & Management Research	A study on post office savings in rural areas with reference to Tiruchirappalli district.	9 <sup>th</sup> February 2017
4	Emperor International Journal Of Finance And Management Research(UGC Approve Journal Jr.No.45308)	Investors Behaviour Towards Various Investments Alternatives In Tiruchirappalli District- An Analytical Study	9 <sup>th</sup> September 2017
5	International Journal of Research and Analytical Reviews (IJRAR) VOL 6(1) (UGC Approve list)	A Study of Consumer Behavior towards cosmetic products in Tiruchirappalli District	20 <sup>th</sup> September 2018

6	The International Journal Analytical and Experimental Modal Analysis (UGC Care List)	Customer perception on mobile technology website adoption in Tiruchirappalli District.	19 <sup>th</sup> September 2019
7	Wesleyan Journal of Research An International Research Journal Science Section	A Study On Customer Preference And Perception Towards Royal Enfield Bike In Tiruchirappalli District.	January-March 2021
8	Emperor Journal of Commerce	A Study On Consumer Behaviour Towards Youtube Adds Special Reference To Trichy District	24 <sup>th</sup> January 2024
9	International Journal Of Commerce And Management Research (PIJCMR)	Analyzing The Effects Of Brand Response Among Car Users In Tiruchirappalli District Major Towns	24 <sup>th</sup> January 2024
10	Kumaran Publication – Tirunellvelli District	A Study On Ai Towards E- Commerce Industry	04 <sup>th</sup> October 2024
11	Research & development division, Nilgiri College of Arts & Science	A study on consumer perception towards social media Advertising in Tiruchirappalli district	23 <sup>rd</sup> September 2024
12	Emperor Research Foundation (Mayas Publication)	The role and impact of social media performance in digital india	5th February 2025
13	Emperor Research Foundation (Mayas Publication)	A study on social media advertising of marketing strategies in over view	5th February 2025

### AWARDS / APPRECIATION DETAILS

S.NO	PARTICULARS	AWARDED / APPRECIATED BY	DATE
1	In charge for AD –Zap in Sharpcom 2k19	PG Department of Commerce (SF), Jamal Mohamed College, Trichy	22-02-2019
2	Published a Paper in the UGC Refereed Journal	IQAC, Jamal Mohamed College, Trichy	July 2019
3	Best Educator Award	Tamil Thaa Foundation	19.12.2024

### DECLARATION

Here with I assure that the above details furnished are true to the best of my knowledge.

Trichy  
Date: 12.03.2025

Yours Sincerely

**(Dr. M.SHAJAHAN)**