

Dr. R. NIJANTHAN

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EDUCATIONAL QUALIFICATION

- ◆ **Ph.D.**, Full Time in PG & Research Department of Commerce in Jamal Mohamed College, Tiruchirappalli Affiliated with Bharathidasan University Tiruchirappalli in March 2021.
- ◆ **M.Phil.**, Degree with 8.2% from PG & Research Department of Commerce, Affiliated with Bharathidasan University, Tiruchirappalli in September 2016.
- ◆ **M.Com.**, Degree with 7.1% from PG & Research Department of Commerce, Affiliated with Bharathidasan University, Tiruchirappalli in April, 2015.
- ◆ **PGDCA.**, Degree with A++ grade from CCI Computer Education, Tiruchirappalli in 2014.
- ◆ **B.Com.**, Degree with 6.6% from PG & Research Department of Commerce, Affiliated with Bharathidasan University, Tiruchirappalli in April, 2013.
- ◆ **HSC.**, with 87% from Bharani Park Matric. Hr. Sec. School , Karur in March 2010.
- ◆ **SSLC.**, with 52.6% from S.R.W.W.O. Martric. School , Tiruchirappalli in March 2008.

CORE COMPETENCIES

- ❖ Strong commitment with the job as well as interested in teaching graduate and undergraduate students.
- ❖ Profound knowledge of the subject areas and ability to teach students by using various methods
- ❖ Analytical approach and ability to research as well as an ability to respect students
- ❖ Good interpersonal and organizational skills
- ❖ Qualified Junior Grade with First Class in Typewriting - English on Feb. 2012.

- ❖ Possess about 1 years' experience in the field NSS Project Leader in Jamal Mohamed College, Bharathidasan University.
- ❖ Over 5 years of having experiences with Cultural Event organizer and also participated various Inter-Collegiate competitions.

SUBJECT SPECIALIZATIONS

Modern Marketing	Auditing
Company Law & Secretarial Practices	Principles of Accountancy
Research Methodology	Banking Law & Practices
Industrial & Corporate Law	Business Communication
Statistical tool for Research	Computer Application in Commerce

RESEARCH/PROJECT AREA

Ph.D., :-

Marketing – GST and its Impact of Buyer Behaviour of FMCG Products in Tiruchirappalli District

M. Phil., :-

Marketing - A Study on Consumer's Attitude on Branded FMCG Products in Karur District

M.Com., :-

Finance – A Study on Financial Performance of Bank of India.

COMPUTER KNOWLEDGE

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| 1. Proficient in Basic Use of Computer | 2. Certificate in Tally |
| 3. COP in Hardware and networking | 4. Certificate in PGDCA |

PATENT FILED

S. No.	Title	File Number	Date of Filed
1.	Impact Of Insurance Company's Contribution Towards The Growth Of SME's	202311013952	02-03-2023
2.	Analysis of how e-Commerce Business maintain logistics unit in India	202441006536	09-02-2024

3.	Impact of Electronic Banking on Customer Satisfaction	202541021150	07-03-2025
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DETAILS OF ONLINE CERTIFICATION COURSE

S.No.	Course Name	Name of the College / Institution	Date of Enrollment	Date of Completion
1	Services Marketing : A Practical Approach	SWAYAM – NPTEL Online - IIT Kharagpur	23.01.2023	17.02.2023
2	A Comprehensive Master Class on Advanced Digital Marketing Strategies	MLR Institute of Technology in Collaboration with ExcelR Edtech Pvt. Ltd.,	October 2023	November 2023
3	Introduction to Digital Transformation with Google Cloud	Simplilearn Skillup	February 2024	28.03.2024

ORIENTATION PROGRAMME

S.No.	Title of the Event	Name & Place of the Institution	Date of the Event
1.	NEP 2020 Orientation & Sensitization Programme Under MM-TTP of University Grants Commission	UGC-Malaviya Mission Teacher Training Centre (UGC_MMTC), Gandhigram Rural Institute – DTBU, Gandhigram, Dindigul	01-02-2024 to 10-02-2024
2.	NEP 2020 Orientation & Sensitization Programme Under MM-TTP of University Grants Commission	UGC-Malaviya Mission Teacher Training Centre (UGC_MMTC), Madurai Kamaraj University, Madurai	20-06-2024 To 28-06-2024

REFRESHER COURSES

S.No.	Title of the Event	Name & Place of the Institution	Date of the Event
1.	Interdisciplinary Refresher Course – social science (Online)	UGC-Malaviya Mission Teacher Training Centre (UGC_MMTC), Gandhigram Rural Institute – DTBU, Gandhigram, Dindigul	04-12-2024 To 17-12-2024

SHORT TERM COURSE

S.No.	Title of the Event	Name & Place of the Institution	Date of the Event
1.	One-Week Short Term Training Program (STTP) on “Advanced Project and Scientific Paper Writing: Strategies for High-Impact Factor Journal Publication”	Jointly organized by India & RSP Science Hub, Coimbatore and Department of Chemistry, Kishori Raman (PG) College, Uttar Pradesh	04-11-2024 to 09-11-2024
2.	One-Week Short Term Training Program (STTP) on “ Innovative AI Tools for Research Excellence: A Hands-on STTP for Effective Writing and Data Visualization”	Jointly organized by India & RSP Science Hub, Coimbatore and Department of Information, Mahendra College of Engineering, Salem	11-11-2024 to 16-11-2024

DETAILS OF ARTICLE PRESENTED/ PUBLISHED:

S.No.	Name of the Journal	National / International	Title of the Article	Month & Year of Issue	ISBN / ISSN	UGC Approved / Impact Factor
1.	Jamal Academic Research Journal : An Interdisciplinary	National	e-CRM : Emergence Opportunities and Challenges	Feb. 2016	ISBN : 978-93-80622-44-6	-
2.	Jamal Academic Research Journal : An Interdisciplinary	National	A study on Consumers Attitude towards Branded FMCG Products in Karur District	Sep. 2016	ISSN : 0973-0303	-
3.	Implementation and management of GST in India – an appraisal	National	GST on FMCG– Problems and Prospects	Jan. 2018	ISBN: 978-96-87360-06-8	-
4.	International journal of scientific research and review	International	A study on Consumers Attitude on FMCG products with special reference to Karur District	Sep. 2018	ISSN : 2279-543X	UGC no. 64650

5.	International Journal of Research and Analytical Reviews (Special Issue)	National	A Study on Consumers Behaviour towards FMCG Products with Special Reference to Soap and Detergent Cake Products in Trichy City	Jan. 2019	ISSN : 2349-5138	UGC no. 43602 5.75 impact factor
6.	International Journal of Research and Analytical Reviews (Vol,6 (1))	National	A Study on Consumers Buying Behaviour towards FMCG Products with special reference to Karur District	Feb. 2019	ISSN: 2348-1269 p-2349-5138	UGC no. 43602 5.75 Impact Factor
7.	Journal of composition theory (vol. XII issue IX)	National	GST and its Impact of Buying Behaviour on FMCG in Tiruchirappalli district	Sep. 2019	ISSN: 0731-6755	5.7 Impact factor
8.	Our Heritage	International	GST and its Impact of Buying Behaviour of FMCG in Trichy city	Jan. 2020	ISSN: 0474-9030	UGCCARE LIST 1
9.	Primax International Journal of Commerce and Management Research (PIJCMR) V1	International	GST Impacts for FMCG Customers	Jan. 2024	P-ISSN : 2321-3604 e-ISSN : 2321-3612	-
10.	CSR & Business Intelligence, Tamilsuvadi Publication, Tirunelveli	International	Consumer Perception towards impact of GST on FMCG	March 2024	ISBN: 978-81-968590-4-6	-
11.	Vision India-2047 Towards USD 30 Trillion Economy	National	Impact of Changes in Service Sector in India in Modeling the Future Business	October 2024	ISBN 978-93-6631-320-7	-
12.	Today's Multidisciplinary Research Perspective Volume-5	National	Consumers' Perception Towards Impact Of GST In FMCG Products	Decem ber 2024	ISBN 978-93-6665-861-2	-

DETAILS OF BOOKS WRITTEN (SPECIFIC CHAPTERS / CHAPTERS IN ISBN PROCEEDINGS)

S.No.	Title of the Book	Chapter Written	Title of the Chapter	Publisher	Month & Year	ISBN
01.	Today's Multidisciplinary Research Volume-5	Chapter No - 04	Consumers' Perception towards Impact of GST in FMCG Products	Prime International Publication, Tiruvarur	December 2024	978-93-6665-861-2
02.	Vision India-2047 towards USD 30 Trillion Economy Opportunities and Challenges	Chapter No - 46	Impact Of Changes in Service Sector in India in Modelling The Future Business	SGSH Publications, Mumbai	October, 2024	ISBN No: 978-93-6631-320-7

DETAILS OF PAPER PRESENTATION

S.No.	Name of the College	National / Inter-National	Title of the Article	Month & Year	Theme of the Conference
1.	Sri Ramakrishna College of Arts and Science, Coimbatore	National	Green Banking – Going green: all you need to know	15-02-18	Business in the new Millennium: the ever-changing landscape
2.	Dr.N.G.P. Arts and Science College, Coimbatore	National	Green Banking-as Initiative for Sustainable Development	27& 28 th March 2018	Opportunities and challenges of Business in the Digitalized Era
3.	Periyar E.V.R. College, Tiruchirappalli	National	GST in FMCG Sector	20-02-19	Fostering scientific temper on business research
4.	Aiman College for Arts and Science for Women	National	GST and its Impact on FMCG Consumers in Tiruchy District	11-01-20	Challenges to Indian business
5.	Jamal Mohamed College, Tiruchirappalli	International	Consumer Perception Towards Household Appliances In Tiruchirappalli City	10-03-22	Entrepreneurship and Social Empowerment: Converging Technologies & Growth Business

6.	Jamal Mohamed College	National	Recent Trends on Indian fast Moving Consumer Goods sector	21 & 22 nd September 2022	Great Initiatives of state and central government thorough startups programmes in Nurturing entrepreneurial activities
7.	Cauvery College for Women, Trichy.	National	Impact of GST towards FMCG Sector	16-02-23	Impact Of National Educational Policy 2020 On Higher Education
8.	Government College for Men Kadapa, Andhra Pradesh	International	Role of GST in FMCG	05-03-24	Socio-Economic Relevance in science, social science, and commerce towards sustainability
9.	Valuvar College of Science and Management, Karur	National	Viksith Bharat @2047- an vision & Overview	23 & 24 th July 2024	Viksith Bharath @2047
10.	Niligiri College of Arts & Science (Autonomous) The Nilgiris.	International	Consumer Perception towards Social Media Advertising	23-08-2024	Artificial Intelligence & Digital Transformation : Strategies for Growth and Sustainability
11.	Manonmaniam Sundaranar University College, Tisaiyanvilai	National	Unlocking FMCG Potential with Digital Innovation	04-10-2024	Artificial Intelligence And E-Commerce Synergies Revolutionizing the Digital Marketplace
12.	Jamal Mohamed College Tiruchirappalli	International	Digital Transformation in India's FMCG Industry	05-02-2025	Transformation of business in the global scenario and its impact on entrepreneurship

SEMINARS /CONFERENCE – PARTICIPATION ONLY

S.No.	Theme	Name of the College	Date of the Seminar
1.	Banking Technology	National college, Tiruchirappalli	28-12-2012
2.	Research Oriented Computer Skills for Commerce and Management	St. Joseph's College Tiruchirappalli	20-02-2016
3.	Emerging Opportunities in the Online Marketing	Sellvam Arts And Science College, Namakkal	09-03-2016

4.	Impact and Impediments of GST	Srimad Andavan Arts and Science College, Tiruchirappalli	09-12-2017
5.	Developing High Quality Research Skill	Cauvery college for women, Tiruchirappalli	02-03-2018
6.	Promoting Young Entrepreneurs – Guidelines and Guidance	Jamal Mohamed College, Tiruchirappalli	17-12-2018
7.	Research Proposal Writing & Funding Agencies	Periyar E.V.R college, Tiruchirappalli	20-12-2019
8.	Digital Marketing	National College, Tiruchirappalli	24-02-2020
9.	One day National Multidisciplinary e-Conference on “ Challenges and Changing Role of Business and Industry during New Normal”	BOS in Banking & Finance and investment manangement, University of Mumbai jointly with dept. of commerce and IQAC, Ramji Assar Vidyalaya Wadi trust’s Laxmichand Golwala College of Commerce & Economics, Mumbai	09-03-2022
10.	One day International Conference on “Business Intelligence”	VLB Janakiammal College of Arts and Science	03-06-2022
11.	“New Developments in Financial Industry “ [ICNDFI’22]	Aiman College of Arts and Science for Women	06-08-2022
12.	ICSSR & MHRD Sponsored Two Days National level seminar “ Skill development practices to enhance the skill set of college students”	Department of Commerce, Srimad Andavan Arts and Science College, Trichy	21-12-2023 & 22-12-2023
13.	National Level Seminar on “Opportunities of Research In Indian Knowledge System (IKS)”	Bharatiya Shikshan Mandal	25-12-2023
14.	International Seminar on “Dynamics of Digital Marketing: Global Perspectives & Future Trends”	P.K.R. Arts College for Women, Gobichettipalayam	20-08-2024

WORKSHOP DETAILS

S.No.	Theme	Name of the College	Date of the Workshop
1.	Six Days Virtual Workshop on “Effective Share Trading Strategies”,	Department of Commerce (SF), Jamal Mohamed College, Tiruchirappalli	21-04-2022 to 26-04-2022

2.	Effective Implementation of Outcome Based Education	CDC - Jamal Mohamed College, Tiruchirappalli	26-04-2022
3.	“Outcome Based Education:	CDC - Jamal Mohamed College, Tiruchirappalli	07-01-2023
4.	One day National Level workshop on “ Digital Transformation in Management”	Department of BBA (SF), Mannar Thirumalai Naicker College, Madurai	24-01-2023
5.	Five-days National Level Online Workshop on “ Data Analysis and Interpretation by using SPSS and SMART PLS4”	Research and Development Cell, S.I.V.E.T College, Chennai	28-02-2023 to 04-03-2023
6.	One Day International Level Workshop on “Treatment of Time Series and Panel Data: An application of Econometric Model”	PG and Research Department of Economics, The New College, Chennai	21-03-2023
7.	Seven Days National Level Workshop on “ New Reforms in Higher Education with the Reference to NEP 2020”	Department of Commerce	14-07-2023 to 21-07-2023
8.	Five Days online workshop on “SPSS in Research”	Star International foundation for Research and Education	26-12-2023 to 30-12-2023
9.	One day National Workshop on “ Research Methodology”	Department of Commerce & Management, Shri Muktanand College, Gangapur, Aurangabad, Maharashtra	11-03-2024
10.	Three Days International Workshop on “Data Analyses and Interpretation by using SPSS”	R Square Academy	01-03-2024 to 03-03-2024
11.	Five Days Workshop on “ International Perspectives on Research Methodology Challenges and Opportunities” organized by the	PG & Research Department of History, Jamal Mohamed College, Tiruchirappalli	20-01-2025 to 24-01-2025

WEBINAR – PARTICIPATION DETAILS

S.No.	Theme	Name of the College	Date of the Webinar
1.	Two Day National Webinar on “Free Online Tools for Easy, Effective and Impactful Research”	Central Library, MV Muthiah Govt. Arts College for Women, Dindigul.	19-03-2022 & 20-03-2022
2.	One Day National Webinar on “NEP 2020: Focusing on Higher Education and Research”	Indian Accounting Association, Tiruchirappalli	20-05-2022

FDPS ATTENDED (ONLINE / OFFLINE)

S.No.	Theme	Name of the College	Date
1.	One-week Faculty Development Programme on "Research Methodology"	Amar Sewa Mandal's Kamla Nehru Mahavidyalaya, Nagpur	26-04-2021 to 01-05-2021
2.	Five Day Virtual National Faculty Development Programme on “Block chain Technology and Its Applications”	Holy Cross College (Autonomous), Tiruchirappalli	25-10-2021 to 29-10-2021
3.	National Intellectual Property Awareness/ Training Program under National Intellectual Property Awareness Mission	Intellectual Property Office. India.	23-05-2022
4.	One week Online Faculty Development Programme on “The Overview of Indian Capital Market & Indian Economy”.	Mohanlal Sukhadia University , Udaipur (Rajasthan) & Bombay Stock Exchange Brokers Forum , Mumbai	06-06-2022 to 13-06-2022
5.	Seven Days Online National FDP on “Empowering Peoples & Ethics”	Department of Management, Yuvaksherta Institute of Management Studies	13-06-2022 to 20-06-2022
6.	Seven days National FDP on “Overview of Capital Market”	Jointly organized by Department of Commerce, Nallamuthu Gounder Mhalingam College, Pollachi, Coimbatore & Bombay	22-08-2022 to 30-08-2022

		Stock Exchange Broker's forum, Mumbai	
7.	Six days state level FDP on “ Digitalization in Accounting and Finance”	Jointly organized by Department of Commerce PA, KG college of Arts and Science and Department of Commerce, Pioneer College of Arts and science, Coimbatore,	08-11-2022 to 14-11-2022
8.	One week Online Short Term Faculty Development Programme on “Ethics Academic Research Writing”.	Human Resources Development Centre & AMET University, Chennai	30-01-2023 to 04-02-2023
9.	NPTEL – AICTE 4 weeks Faculty Development Programme on “Services Marketing : A Practical Approach”	IIT Kharagpur (Funded by the MoE, Govt. of India)	January to February 2023
10.	Five Days FDP on “ Energizing Trends in Innovative Research”	Jointly organized by department of BBA & Institution's Innovation Council, Jamal Mohamed College (Autonomous), Tiruchirappalli	03-07-2023 to 07-07-2023
11.	One Week FDP on “ Upskill your Resources”	Department of BBA(SF), Ayya Nadar Janaki Ammal College, Sivakasi	07-07-2023 to 13-07-2023
12.	One Week FDP on “ Mixed Research Methods in Social Sciences “	Amity Institute of Travel & Tourism	24-07-2023 to 28-07-2023
13.	Five Days National Level FDP on “ Influence of AI in Teaching & Research”	Department of Commerce with Computer Application, Hindusthan College of Arts & Science, Coimbatore	04-09-2023 to 09-09-2023
14.	One week online FDP on “ relevance of Ancient Indian Knowledge in the contemporary Higher Education Scenario”	Jointly Organized by IQAC of Jamal Mohamed College – Trichy & V.V.Vanniarperumal College of Women- Virudhunagar	16-11-2023 to 22-11-2023
15.	Five days International Virtual PDP on “ Developing your professional Edge: Strategies for Career Growth and financial Success”	Department of Commerce with Information Technology & IQAC, PPG College of Arts and Science, Coimbatore	08-01-2024 to 12-01-2024
16.	Five days Virtual FDP on “ Innovative Research In Artificial Intelligence for Commerce”	Jointly Organized by Department of Commerce PA, KG College of Arts and Science and Department of Commerce, Dr. R.V. Arts and Science College, Coimbatore	18-01-2024 to 24-01-2024
17.	One week FDP on “ Innovative Teaching and Learning Pedagogy”	Department of Management Studies, S.I.V.E.T College, Chennai	29-01-2024 to 02-02-2024

18.	Five days online Faculty Enrichment Programme on “ Empowering Educators- A Multi-dimensional Approach”	IQAC and R&D Committee, St. Mary’s Centenary Degree College, Secunderabad	27-05-2024 to 31-05-2024
19.	Five days online Faculty Development on “ Intellectual Property Rights in the age of AI, ML, Cyber Security and Block chain”	The department of computer application, Mangalmay Institute of Management & Technology, Gr. Nodia	24-06-2024 to 28-06-2024
20.	7 days online faculty development program on “Essential Skills for Professional Development in Higher Education”	Star International Foundation for Research and Education, Namakal	01-07-2024 to 07-07-2024
21.	One week National Level Online Faculty Development Programme on “How to write & Publish Research Papers”	HI Learn Edutech Institute, Karnataka	11-07-2024 to 17-07-2024
22.	Five-days Online Faculty Development Programme on “Understanding Effective Teaching Pedagogy”	Nagarjuna Degree College, Bangalore	07-08-2024 to 12-08-2024
23.	Five Days National Level Faculty Development Program (Online Mode) on “Current Trends in Trchnology”	MAR Gregorios College of Arts & Science, Chennai	12-08-2024 to 17-08-2024
24.	5days National Virtual FDP on “Integrating NEP 2020 into Higher Education: Strategies for Faculty Development and Curriculum Innovation”	Hindusthan College of Arts & Science (Autonomous) Coimbatore	02-09-2024 To 06-09-2024
25.	Five Days National Level Faculty Development Program on “ Emerging Trends in Pedagogy for Quality Excellence in Higher Education”	Jointly organized by V.V. Vanniaperumal college for Women, Virudhunagar and Jamal Mohamed College, Tiruchirappalli	18-11-2024 To 24-11-2024

PERSONAL DETAILS

Date of Birth	04.09.1992
Marital Status	Married
Languages Known	Tamil, English
Working Experience	4 years 5 months (as on 01.06.2025)
Communication Details	
Home Address	57/21 A, East Street, KeelAgraharam Krishnarayapuram, Karur – 639102
Working Address	Assistant Professor PG & Research Department of Commerce (SF-Men) Jamal Mohamed College (Autonomous) Tiruchirappalli – 620 020.
Mail ID	Official : rn@jmc.edu Personal : nijanthan_naveen@yahoo.com
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With Regards,



(Dr. R. NIJANTHAN)