



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.

AREA OF SUBJECT SPECIALIZATIONS :

Marketing	Company Law
Research Methodology	Banking Law & Practices
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	2 nd March 2023

DETAILS OF ONLINE CERTIFICATION COURSES:

S. No.	Course Name	Name of the College	Date of Enrollment	Date of Completion
1	SWAYAM – NPTEL Online 4 weeks Certification Course on “Services Marketing : A Practical Approach”	IIT Kharagpur	23 rd Jan. 2023	17 th Feb. 2023

DETAILS OF ARTICLE 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
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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 th Feb 2018	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 March 2018	Opportunities and challenges of Business in the Digitalized Era
3	Periyar E.V.R. College, Tiruchirappalli	National	GST in FMCG Sector	20 th Feb. 2019	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 th Jan. 2020	Challenges to Indian business
5	Jamal Mohamed College, Tiruchirappalli	International	Consumer Perception Towards Household Appliances In Tiruchirappalli City	10 th Mar. 2022	Entrepreneurship and Social Empowerment: Converging Technologies & Growth Business
6	Cauvery College for Women ,Trichy.		Impact of GST towards FMCG Sector	16 th Feb 2023	Impact Of National Educational Policy 2020 On Higher Education

7	Jamal Mohamed College		Recent Trends on Indian fast Moving Consumer Goods sector	21 st Sep. & 22 nd Sep. 2022	Great Initiatives of state and central government thorough startups programmes in Nurturing entrepreneurial activities
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WORKSHOP/ SEMINARS – PARTICIPATION DETAILS :

S. No.	Theme	Name of the College	Date of the Workshop
1	Banking Technology	National college, Tiruchirappalli	28 th Dec. 2012
2	Research Oriented Computer Skills for Commerce and Management	St. Joseph's College Tiruchirappalli	20 th Feb. 2016
3	Emerging Opportunities in the Online Marketing	Sellvam Arts And Science College, Namakkal	09 th Mar. 2016
4	Impact and Impediments of GST	Srimad Andavan Arts and Science College, Tiruchirappalli	9 th Dec. 17
4	Developing High Quality Research Skill	Cauvery college for women, Tiruchirappalli	2 nd Mar. 2018
5	Promoting Young Entrepreneurs – Guidelines and Guidance	Jamal Mohamed College, Tiruchirappalli	17 th Dec. 2018

6	Research Proposal Writing & Funding Agencies	Periyar E.V.R college, Tiruchirappalli	20 th Dec. 2019
7	Digital Marketing	National College, Tiruchirappalli	24 th Feb. 2020
8	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
9	Six Days Virtual Workshop on “Effective Share Trading Strategies”,	Department of Commerce (SF), Jamal Mohamed College, Tiruchirappalli	21-04-2022 to 26-04-2022
10	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	“ME-DAM-ME-PHI-2023”	Moran College, Assam.	31-01-2023

ORIENTATION / REFRESHER COURSES / 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	Online One week 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	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
6	Five Days Virtual Faculty Development Programme on “ Positive Aspects of Teaching Practices”	Theivanai Ammal College for Women (Autonomous), Villupuram	20-02-2023 to 24-02-2023
7	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

PERSONAL DETAILS :

Date of Birth & Age	04.09.1992, 30 Yrs
Marital Status	Single
Religion & Community	ST – Hindu
Languages Known	Tamil, English
Working Experience	Appointed on 04.01.2021 in JMC
Present Position	Assistant Professor PG & Research Department of Commerce Jamal Mohamed College (Autonomous) Tiruchirappalli – 620 020.
Contact Numbers	90922-03563
E-Mail ID:	
Personal	nijanthan_naveen@yahoo.com
Official	rn@jmc.edu

Signature,

(NIJANTHAN)