



## **Dr. S. VENKATESWARAN**

Associate Professor and Head of the Department,  
PG and Research Department of Commerce,  
Mannar Thirumalai Naicker College, Madurai

### **Date of Birth:**

09.06.1964

### **Date of Appointment:**

05.09 1988

### **Date of Retirement:**

30.06.2023

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F-203, Shanthi Sadhan,  
Kochadai, Madurai – 625 016

### **Educational Background:**

<b>Degree</b>	<b>Year of Passing</b>	<b>Name of the University</b>
<i>B.Com</i>	<i>1984</i>	<i>M. K. University</i>
<i>M.Com</i>	<i>1985</i>	<i>M. K. University</i>
<i>M. Phil</i>	<i>1987</i>	<i>M. K. University</i>
<i>PGDCA</i>	<i>1990</i>	<i>M. K. University</i>
<i>Ph. D</i>	<i>2005</i>	<i>M. K. University</i>

### **Orientation/ Refresher Course Attended:**

- 1. Attended an orientation Programme “Research Methodology” at Academic Staff College, University of Madras during 2nd to 29th September 1992.*
- 2. Attended a Refresher Course on “Computer Application” at Academic Staff College, Andhra University, Visakhapatnam during 1st to 24th December 1998.*
- 3. Attended a Refresher Course on “Value Education” at Vivekananda College, Tiruvedakam, Madurai during 28th April to 14th May 1998.*

### **Research Articles Published in Proceedings:**

- 1. Published a research article “Attitude of Customers Towards U-Commerce in Tamilnadu” in an ISBN (978-93-85977-59-6) proceeding on September 2016*
- 2. Published a research article “Women Entrepreneurship and growth of MSMEs” in an ISBN (978-93-81723-54-8) proceeding on August 2016*

**Publications (List of papers published, in year wise descending order):**

S. No.	Title of the paper	Name of Journal	Month & Year	ISSN/ISBN
1	<i>Present Scenario Of Cyber Crime In India And Its Preventions</i>	<i>International Journal of Commerce Management and Computer Application</i>	<i>September 2016</i>	<i>ISSN 2395-2083</i>
2	<i>Consumer's Perception of The Association Between Product and Brand with Celebrity Endorser</i>	<i>Shanlax International Journal of Commerce</i>	<i>July 2016</i>	<i>ISSN2320-4168</i>
3	<i>Awareness about Impact of Work Stress: A comparative study among paramedics</i>	<i>College Sadhana</i>	<i>February 2014</i>	<i>0974-6838</i>
4	<i>Information Technology (IT) for banking commerce modernizations</i>	<i>International Research Journal of Commerce &amp; Behavioral Science</i>	<i>February 2013</i>	<i>2251-1547</i>
5	<i>E-Commerce support on Reverse Logistics in India</i>	<i>International Research Journal of Economics and Business studies</i>	<i>November 2012</i>	<i>2251-1555</i>
6	<i>Work better for electronic items in India</i>	<i>International Research Journal of Commerce &amp; Behavioral Science</i>	<i>September 2012</i>	<i>2251-1547</i>
7	<i>State plan outlays Expenditure on Health – an Analysis</i>	<i>Research Methodology in Social science</i>	<i>August 2010</i>	<i>978-81-910-426-1-8</i>
8	<i>Motivations for Investment in mutual Funds</i>	<i>Portfolio Management</i>	<i>August 2009</i>	<i>09725113</i>

**Paper presented in Conference/Seminar:**

<b>S. No</b>	<b>Title of the Paper</b>	<b>International/ National /State level</b>	<b>Institution/ College Name</b>	<b>dt/mm/yr</b>
1	<i>State Plan Outlays And Expenditure On Health</i>	<i>TANSCHE sponsored State Level Seminar</i>	<i>V.H.N.S.N. College, Virudhunagar.</i>	<i>6.8.2010 7.8.2010</i>
2	<i>Non Performing Assets in Banking Sector in India</i>	<i>National Seminar</i>	<i>SRNM College, Sattur</i>	<i>4.03.2010 5.03.2010</i>
3	<i>Global Financial Crisis-IT sector</i>	<i>UGC sponsored State Level Seminar</i>	<i>Mannar Thirumalai Naicker College, Pasumalai, Madurai</i>	<i>02.03.2006 03.03.2006</i>
4	<i>Environmental Education and Issues</i>	<i>UGC sponsored State Level Seminar</i>	<i>Mannar Thirumalai Naicker College, Pasumalai, Madurai</i>	<i>28.02.2006 01.03.2006</i>
5	<i>Role of Debit Cards and Credit Cards in Indian Banking Industry</i>	<i>National Level Seminar</i>	<i>Sri Kaliswari College , Sivakasi</i>	<i>25.02.2006 26.02.2006</i>
6	<i>Impact of Globalization on Poverty</i>	<i>National Seminar</i>	<i>P. R. Institute of Management, Thanjavur</i>	<i>25.2.2005</i>

**Resource Person to other Institutions:**

<b>S.NO.</b>	<b>COLLEGE</b>	<b>Workshop/ Seminar</b>	<b>TITLE</b>	<b>Date</b>
1	VVV College for Women, Virudhunagar.	Workshop	Computer application in social science Research	08.10.2010
2	VVV College for Women, Virudhunagar.	Workshop	Application of statistical technique in food analysis	22.03.2011
3	Jeyaraj Nadar Annapackiam College for women, Periakulam	Workshop	Application of Statistics in Research	19.12.2012
4	SFR College for Women, Sivakasi	Guest Lecture	Application of Statistical Tools	24.01.2013
5	St. Michael College of Engineering and Technology, Sivaganga.	FDP	Quantitative Technique in Research.	25.01.2013
6	Padmavathy Arts and Science College for Women, Salem.	Workshop	Application of Statistical Tools in Research	23.02.2013
7	SFR College for Women, Sivakasi	Workshop	Application of SPSS Package for social science Research	20.08.2013
8	SFR College for Women, Sivakasi	Workshop	Application of SPSS Package for social science Research	28.12.2013
9	VVV College for Women, Virudhunagar.	UGC sponsored National Workshop	Analytical Tools for Researchers	05.07.2014
10	Government Arts College, Paramakudi	Guest Lecture	Application of Statistical Tools in social science Research	11.03.2014

<b>S.NO.</b>	<b>COLLEGE</b>	<b>Workshop/ Seminar</b>	<b>TITLE</b>	<b>Date</b>
11	<i>M. K. University, UGC- Academic Staff College Madurai.</i>	<i>Short Term Course</i>	<i>Data Analysis Using Software</i>	<i>19.08.2014</i>
12	<i>M. K. University,UGC- Academic Staff College Madurai.</i>	<i>Guest Lecture</i>	<i>SPSS Package- Theoretical and Practical exposure</i>	<i>24.03.2015</i>
13	<i>Padmavani Arts and Science College for women, Salem</i>	<i>National level Workshop</i>	<i>Application of Statistical tools in research by using SPSS</i>	<i>25<sup>th</sup> &amp; 26<sup>th</sup> September 2015</i>
14	<i>Madurai Kamaraj University</i>	<i>Workshop</i>	<i>Application of Statistics in Educational Research</i>	<i>17<sup>th</sup> &amp;18<sup>th</sup> Nov 2015</i>
15	<i>Alagappa Government Arts College, Karaikudi</i>	<i>National Workshop</i>	<i>Application of Statistical tools in biological research</i>	<i>09.03.2016</i>
16	<i>Hajee Karutha Rowthar Howdia College, Uthamapalayam</i>	<i>ICSSR Sponsored Workshop</i>	<i>Research Methodology</i>	<i>28 to 30 March 2016</i>
17	<i>Sri Parasakthi College for women</i>	<i>Career oriented course</i>	<i>SPSS Package</i>	<i>08.03.2016</i>
18	<i>S.F.R college for Women, Sivakasi</i>	<i>Workshop</i>	<i>Application of SPSS for data analysis</i>	<i>17.11.2016</i>
19	<i>Kamaraj college Tuticorin</i>	<i>Workshop</i>	<i>Application of Statistics in Research</i>	<i>06.04.2017</i>
20	<i>Fatima College, Madurai</i>	<i>Guest Lecture</i>	<i>Introduction to SPSS</i>	<i>05.01.2019</i>
21	<i>Madurai Kamaraj University</i>	<i>National Workshop</i>	<i>Introduction to SPSS &amp; Parametric Analysis</i>	<i>28.02.2019</i>
22	<i>Madura College, Madurai</i>	<i>Hands on Training on SPSS</i>	<i>SPSS</i>	<i>01.03.2019</i>

**Membership in Academic/Professional Bodies:**

<b>S. No.</b>	<b>Position</b>	<b>Place</b>	<b>Period</b>
1	<i>Member of Board of studies for B.Com</i>	<i>Kodaikanal christian college, Kodaikanal</i>	<i>Sep 2009 to 2011</i>
2	<i>Member of Board of studies for B.Com</i>	<i>Devangar Arts College, Aruppukottai</i>	<i>Nov 2009 to 2011</i>
3	<i>Member of Board of studies for B.Com(CA)</i>	<i>Fatima college, Madurai</i>	<i>Feb2010 to 2012</i>
4	<i>Member of Board of studies for B.Com</i>	<i>Ayyanadar Janaki Ammal College, Sivakasi</i>	<i>Feb2010 to 2012</i>
5	<i>Member of Board of studies for M. Phil Commerce</i>	<i>Sri SRNM College, Sattur</i>	<i>2010-2012</i>
6	<i>Member of Board of studies for B.Com</i>	<i>SN College, Madurai.</i>	<i>2011 –2013</i>
7	<i>Member of Board of studies for B.Com (CA)</i>	<i>VVV college for women, Virudhunagar.</i>	<i>12.09.11 to 11.09.13.</i>
8	<i>Member of Board of studies for B.Com</i>	<i>Devangar Arts College, Aruppukottai</i>	<i>Jan 2012 to 2014.</i>
9	<i>Member of Board of studies for B.Com (E-Commerce)</i>	<i>VHNSN College, Virudhunagar.</i>	<i>April 2012 to 2014.</i>
10	<i>Member of Board of studies for M.Com (CA)</i>	<i>VHNSN College, Virudhunagar.</i>	<i>Sept 2012 to 2014.</i>
11	<i>Member of Board of studies for B.Com&amp; M.Com</i>	<i>NMSSVN College, Madurai</i>	<i>19.02.2016</i>
12	<i>Member of Board of studies for B.Com&amp; M.Com</i>	<i>VHNSN College, Virudhunagar</i>	<i>20.02.2016</i>
13.	<i>Member of Board of studies for M.Com</i>	<i>MS University, Tirunelveli</i>	<i>10.03.2016</i>

### Selection Committee Member for Appointment of Faculty

S.No.	Position	College	Date
1.	Nominee of vice-Chancellor	Palani Andavar College for women, Palani	Nov 2010.
2	Subject Expert	Rama Prabha College of Arts and Science	06-03-2010
3	Subject Expert	Sri SRNM College, Sattur.	June 2012.
4	Member of Selection Committee for Selecting Assistant Professor of Commerce, DDE.	M. K. University, Madurai.	July 2013.
5	Subject Expert for Selection of Assistant Professor in Commerce.	Tirunelveli Dakshina Mara Nadar Sangam College, T. Kallikulam.	09.07.2013.
6.	Nominee of vice-Chancellor -Subject Expert	Sri SRNM College, Sattur.	08.02.2016
7.	Subject Expert	Thiruvalluvar College, Papanasam	26 & 27.09.2018

### Inspection Commission Member for Course Affiliation

S. No.	Position	Course	College	year
1.	Member	B.Com (CA) Addi. Sec	Sourashtra College for women, Madurai	2010-11
2	Member	B.Com(CA)	Sri Sai Bharath College of Arts and Science, Dindugal.	2010-11

### Workshop/Conference/FDP Attended in MTNC:

S.No	International/National/ State Level	Title of the Workshop/Conference	Name of the Institution/University	Month & Year
1	UGC sponsored National Level Seminar	Retail Marketing in India: Trends and Challenges	Mannar Thirumalai Naicker College, Pasumalai, Madurai	24.09.2011
2	National Level Seminar	Challenges And Opportunities In Indian Banking Industries	Mannar Thirumalai Naicker College, Pasumalai, Madurai	9.9.2010
3	State Level Seminar	Inclusive Growth In India	Mannar Thirumalai Naicker College, Pasumalai, Madurai	16.12.2009

