



**B.Kothai Nachiar ,**  
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**PG and Research Department of Commerce**  
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### **Staff Profile**

#### **Academic Qualifications:**

##### **Doctoral Research - Ph.D**

- **University** : Madurai Kamaraj University, Madurai, India
- **Title** : Agricultural Credit by the Canara Bank-An Empirical Study of Utilisation by the Borrowers in Madurai District
- **Year** : 2016

##### **Master of Philosophy: Commerce - S.R.N.M.College, Sattur - MK University**

- **Year** : 2003

##### **Post-Graduation : M.Com- S.R.N.M.College, Sattur- MK University**

- **Year:** : 2002

##### **Under Graduation : B.Com VVV College Virudhunagar - MK University**

- **Year** : 2000

**Teaching Experience:**

- Under-Graduate : 14 year
- Post Graduate : 6 Years
- Doctoral Research Ph.D : 2 Year
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**Area of Specialization**

- Financial Management
- Statistics and Quantitative Technique
- Marketing
- Banking

**Orientation Programme/ Refresher Course :****Orientation Course:**

- UGC Sponsored Orientation Programme at Bharathidasan University, Tiruchirappalli from 18<sup>h</sup> November 2017 to 14<sup>th</sup> June 2018

**Refresher Courses**

- UGC Sponsored Refresher Course at, Andhra university, Vizagapatnam , Andhra Pradesh from 25th October 2021 to 7th November 2021
- In-Service Teacher Training Programme from 17.08.2022 to 18.05.2022.

**Guideship Recognition:**

S.No	Subject	Date & Month of award ofGuideship	Guideship Number
1.	Commerce	24.05.2022	2161/22

**Details of Ph.D Research Scholar:**

S.No	Name of the scholar	Part /Full time	Registration Number	Date of Registration
1	Ms. J Punitha Martina Nesamani	Part time	MKU23PFOC11228	19.10.2023
2	Ms. S Meenaroshini	Part-time	MKU24PFOC11602	16.09.2024
3	Ms. G Jothi Sowmiya	Part-time	MKU24PFOC11663	17.10.2024

**Faculty Development Programme (other than MTNC):**

S.No	Faculty Development Programme/Short TermCourse	Title of the Programme/Course	Name of the Institution/University	Month and Year
1.	Faculty Development Programme	Innovative Research in Artificial Intelligence for Commerce	KG College of Arts & Science, Coimbatore.	18.01.2024 To 24.01.2024 5 days
2.	Faculty Development Programme	Up-skill Your Resources	Ayya Nadar Janaki Ammal College, Sivakasi.	07.07.23 to 13.07.2023 7 Days
3.	Faculty Development Programme	Systematic Literature Review (SLR)	G.L. Bajaj Institute of Management , Greater Noida	12.06.2023 to 16.06.2023

4.	Faculty Development Programme	Digitalization in Accounting and Finance	KG College of Arts & Science, Pioneer College of Arts & Science.	08.11.2022 To 14.11.2022 6 days
5.	Faculty Development Programme	Social Media Digital Marketing	Bharathiar University – Coimbatore-46.	02.09.2020 to 12.09.2020- 12 Days
6.	Faculty Development Programme	Data Analysis and Visualization of Covid-19 Dataset Using Python	Jerusalem College of Engineering-Chennai.	07-05-2020
7	Faculty Development Programme (Online)	Innovation, Incubation & Entrepreneurship	Rajapalayam Rajus' college Rajapalayam.	5 <sup>th</sup> June 2020
7.	Faculty Development programme(online)	Moodle-Learning Management system	Amity School of Engineering and Technology	29 <sup>th</sup> May to 31 <sup>st</sup> May 2020
8.	Faculty Development programme (online)	Moodle-Learning Management system	Amity School of engineering and technology	29 <sup>th</sup> May to 31 <sup>st</sup> May 2020
9.	Faculty Development Programme (online)	Managing Online classes and Co-creating MOOCS	Teaching learning Centre, Ramanujan College University of Delhi	20 <sup>th</sup> April to 6 <sup>th</sup> May 6 2020
10.	Faculty Development programme(Online)	Application of Statistics in Social Science Research using SPSS	V.H.N.S.N. College Virudhu Nagar	11 <sup>th</sup> November to 15 <sup>th</sup> November 2019
11.	Faculty Development programme (Online)	Online Teaching Via Google LMS during Covid-19 Pandemic"	C.Abdul Hakeem college (Autonomous) Melvisharam	28 to 30 <sup>th</sup> May 2020s
12.	Faculty Development programme(Online)	Outcome Based Education	RAI University Ahmedabad Gujarat India	22 <sup>nd</sup> to 24 <sup>th</sup> July 2020

### Chapter Edited in Books

S.No	Title	Author's Name	Publisher	ISBN number	Year of Publication
1	Chapter in Edited Books - Human Rights and Marginalized People in Value Education	Dr.B.Kothai Nachiar	MTN College		2018
2	The Biggest Hindrance to Budding Women Entrepreneurs	Women in 21 <sup>st</sup> Century	Neithal Pathippagam Tiruvallikeni Chennai -5	ISBN 978-9390687-63-3	2021

### Short term Course (ONLINE)

1.	Short term Course (online)	Short term course on virtual learning environment	APA College Arts and culture & UNNATBHARAT ABHIYAN	18 <sup>th</sup> May to 24 <sup>th</sup> May 2020
2.	Short Term Course	Feminist Teaching and Research in higher education: Theory and Practice -	Ramanujam College, University of Delhi.	23.07.2021 to 06.08.2021- 12 Days

**Paper Publications:**

<b>S.No.</b>	<b>Title of the paper</b>	<b>Name of the Authors</b>	<b>Name of Journal</b>	<b>Month &amp; Year</b>	<b>ISSN</b>	<b>Volume&amp; Issue</b>	<b>Impact factor</b>	<b>ID Indexed in Scopus, Web of Science, Pub med / approved by UGC / UGC CARE</b>
<b>1</b>	A Study on Consumer Preference and Satisfaction Towards Organic Food Products in Madurai Region	Dr.B.Kothai Nachiar	International Journal of Cultural Studies and Social Sciences	January-June: 2024	2347-4777	Vol-20, Issue-1, No.23	7.138	UGC Care List
<b>2</b>	A Comparative study between offline and online classes for students	Dr.B.Kothai Nachiar	Rabindra Bharati Journal Of Philosophy	2023	ISSN : 0973-0087	Vol XXIV, NO :8	-	UGC Approved
<b>3</b>	A Role of NGO In Youth Empowerment And Imparting Life Skill Education - With Special Reference To Madurai District	Dr.B.Kothai Nachiar	Rabindra Bharati Journal Of Philosophy	2022	ISSN : 0973-0087	Vol. : XXIII, No:30	-	UGC Approved
<b>4</b>	Role of Intellectual Property Rights in Micro, small and medium enterprises	Dr.B.Kothai Nachiar	Kanpur Philosophers International Journal of humanities ,law and social sciences	2022	Vol.IX ,issue 1 No:11	ISSN 2348-8301	-	UGC Approved
<b>5</b>	Online Learning : A Panacea in the Time of Covid-19 Crisis	Dr.B.Kothai Nachiar	Shodhsamhita Journal of Fundamantal & Comparative Research	2021	2277-7067	Vol.VII, No 9 (1):	-	UGC Approved

6	Empirical Evidences in Social Empowerment of women Through SHGS in India (With Special reference to Sattur Taluk	Dr.B.Kothai Nachiar	International Journal of Psychosocial Rehabilitation	May 2020	1475-7192	Vol.24 & Issue 08	-	Scopus
7	A Study On Problems and Solutions Of Street Vendors	Dr.B.Kothai Nachiar	Think India	20 <sup>th</sup> &21 <sup>st</sup> December 2019	0971-1260	Vol-22 Issue-14 December	5.9	UGC CARE LIST
8	Tourists Attitude Towards Eco Tourism Promotion in Tamil Nadu	Dr.B.Kothai Nachiar	Think India	16 <sup>th</sup> October 2019	0971-1260	Vol -22 Issue 14 <sup>th</sup> December	5.9	UGC CARE LIST
9	Challenges and Opportunities of Online-Marketing	Dr.B.Kothai Nachiar	International journal of Analytical and Experimental	September 2019	0886-9367	<a href="http://ijae.ma.com">http://ijae ma.com</a>	6.3	UGC CARE LIST
10	Startup India- A new paradigm for young entrepreneur	Dr.B.Kothai Nachiar	International journal of Analytical and Experimental M	August 2019	0886-9367	Vol -XI , Issue VIII	6.3	UGC CARE LIST
11	Impact of Human Resource Management Practices on Performance of Luxury Hotels in Madurai District	Dr.B.Kothai Nachiar	International journal of Research and Analytical	January 4 <sup>th</sup> 2019	2348-1269	-	6.3	UGC Approved Research Journal

12	Agricultural Credit in India: Status and Problems	Dr.Kothai Nachiar	The Mannar Scroll Shanlax International Journal of Arts, Science and Problems	October 2017	2321-788X		-	ISSN
13	A Study on Consumer protection Education and Awareness	Dr.Kothai Nachiar	Centre for consumer Studies, IIPA, New Delhi, Dept Of Consumer Affairs, Govt Of India	August 2016	978-81-928690-1-8		-	ISBN
14	Globalization on Higher Education Challenges & Implication in India	Dr.Kothai Nachiar	Shanlax Publication	August 2014	978-93-80686-11-0		-	ISBN
15	Emergence of Alternative and Responsible Tourism in India (P.No.189)	Dr.Kothai Nachiar	Shanlax, International Journal of Arts, Science and Problems	August 2013	978-93-80657-50-9		-	ISBN



**Paper Presented in Conference/Seminar:**

S.No	Title of the Paper	International/National /State level	Title of the Conference	Institution/College Name	Date and Year
1.	The Persuasive power of Advertising: Exploring its impact on Consumer Behaviour	International level	Sustainability and Technology in BFSI Sector	G. Venkatasamy Naidu College, Kovilpatti	06.02.2024 To 07.02.2024
2.	E-Banking in India	State level	Digital Literacy and Its Impact on Indian Economy	V.H.N.Senthikumara nadir College Virudhunagar	27.09.2019
3.	Agricultural Sector- Its Progress and Challenges	National Level	“Inclusive Growth: The way to Strong economic Development	MTN College Madurai.	27..02.2019
4.	Digital Marketing Importance in the New Era	International	“Winning the marketing War- Challenges and Responses “	ST. Joseph’s College for Women Tirupur	19.01.2019

**Details of Project:**

S.No	Project Title	Name of Applicant(s)	Status	Amount	Agency	Year
1	Farmer’s Attitude and Utilization of agriculture Credit in Madurai District.	Dr.B.Kothai Nachiar	Completed	20,000	Seed Money (MTNC)	2018-2019
2.	Offline Vs Online Education Challenges and Opportunities with Special reference to Madurai City	Dr.B.Kothai Nachiar	Completed	10,000	Seed Money (MTNC)	2022-2023

**Membership in Academic/Professional Bodies:**

S.No	Name of the Body	Capacity
1	Alagappa University	Member in Question Paper Setting –MBA Board
2	Sourastra College	Member in Question Paper setting –BCOM Board
3	PSGR Krishnammal College of Excellence	Member in Question Paper setting- B.Com and BBA Board
4	VV.Vanniya Perumal College for Women	Member in Question Paper setting –BCOM Board

**Workshop Attended (other than MTNC):**

S.No	International/National / State Level	Title of the Programme/Course	Name of the Institution/University	Date and Year
1	National (Online)	E-Learning and Teaching: Tools and Techniques	Dr. Shyama Prasad Mukherjee Government Degree College	28 <sup>th</sup> to 30 <sup>th</sup> June 2020
2	State (Online)	Workshop on SPSS	Kalasalingam Business School, Dept. of Commerce Kalasalingam Academy of Research and Education Krishnankoil.	
3	National (Online)	Online workshop for Teachers Introduction to Animation Creation	Universal Teachers Academy	14 <sup>th</sup> May to 18 <sup>th</sup> May
4	National (Online)	10 days online workshop- Creation of Basic E-Content	Universal Teachers Academy	21 <sup>st</sup> April to 30 <sup>th</sup> April
5	International	Restriction of Plagiarism: A Quality measure in Research	Manonmaniam Sudaranar University	4 <sup>th</sup> January 2020

**Positions held at our college (MTNC):**

<b>S. No</b>	<b>Name of the Activity</b>	<b>Period</b>
1.	Convener -Human Rights Club	June 2023 to till date
2.	Member-Incubation and Entrepreneurship Development cell	June 2023 to till date
3.	Member - Career Guidance and Centre for Competitive Examination	June 2023 to till date
4.	Member in Research and UGC Affairs	June 2023 to Till date
5.	Checker-SFMP Portal	June 2023 to Till date
6.	Convener – Productivity Council	June 2021 to June 2023
7.	Member in Productivity Council Club	June 2019 To June 2021
8.	Member, V <sup>th</sup> Criterion IQAC	June 2019 To Till date
9.	Member - IV Criterion IQAC	June 2018-2019
10.	Convener, Eco Club	June 2018 to June 2019
11.	Co - ordinator in Retail Management Community College.	September 2018 to 2020
12.	Member – Attendance Section	June 2018 to June 2019

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

S.no	International/National/State Level	Title of the Workshop/Conference		Name of the Institution/University	Month and Year
1	One day workshop	Quality Assurance and sustenance in Higher Education		MTN College	11 <sup>th</sup> March2020
2	One day workshop	21 <sup>st</sup> Century Skills		MTN College	5 <sup>th</sup> March2020
3	One day Workshop	Promotion of API Score and careerAdvancement Scheme		MTN College	3 <sup>rd</sup> March2020
4	One day Workshop	E-Content Development and DigitalTools Usage		MTN College	29 <sup>th</sup> Feb 2020
5	One day workshop	Research Writing and Publications		MTN College	19 <sup>th</sup> October 2019
6	One day Capacity Building	Outcome Based Education		MTN College	28 <sup>th</sup> August 2019
7	One day Workshop	FDP on Production Workshop onProspects of Outcome Based Curriculum		MTN College	9 <sup>th</sup> March 2019
8	Two day FCBP Workshop	The Applications of SPSS and AMOSfor Data Analysis		MTN College	22 and 23 Feb 2019
9	One- day Faculty Development Programme	Intellectual property Rights, Skill Development Programme, InnovationsPatents and Setting up of Incubation Centers.		MTN College	22 <sup>nd</sup> January2019
10	One day Workshop	Technicalities of Writing ResearchProposal		MTN College	29 <sup>th</sup> June 2018
11	Two Days Workshop	e- Content Development and DigitalTools		MTN College	2 <sup>nd</sup> and3 <sup>rd</sup> March 2018
12	One Week Online Faculty development Programme	Faculty Enrichment programme	MTN College		13 <sup>th</sup> To 19 <sup>th</sup> May 2020

## Webinar

S.No	International/National/ State Level	Title of the Workshop/Conference	Name of the Institution/University	Month and Year
1	International	Impact of COVID-19 -19 on Entitlement to Food and poverty	POONA College Of Arts and Science&Commerce Pune.	17 th October 2020
2	National	Challenges and Opportunities before self-reliant India mission	Yeshwantrao Chavan college Ambajogai Maharashtra	30 <sup>th</sup> June 2020
3	International	Impact of COVID-19 -19 on Teaching learning process: challenges and solutions	Rajendra Academy for Teachers' education	30 <sup>th</sup> June 2020
4	International	Introduction to E -Learning and its challenges	Patrician college of Arts and Science Chennai	28 <sup>th</sup> June 2020
5	State	Startups: funding and Investment	IECD, Bharathidasan university	24 <sup>th</sup> June 2020
6	State	NAAC Accreditation Process for Autonomous Colleges	Rathinam College of Arts and science, Coimbatore	21 <sup>st</sup> June 2020
7	State	Exploring Swayam, NPTEL and other Online learning platforms	SRM Arts and Science college Dept of Library	10 <sup>th</sup> June 2020
8	National	Effective communication and Positive thinking: A need of the hour	Arulmigu Palaniandavar College of Arts and Culture Palani.	3 <sup>rd</sup> June 2020
9	National	Knowledge Generation in Education during COVID-19 pandemic- qualitative research	Bombay Teachers Training College HSNC University Mumbai & Dept of Education, University of Mumbai	1 <sup>st</sup> To 6 <sup>th</sup> June 2020

10	International	COVID 19 Paradigm Shift in Teaching -Learning & Learner's physical and Mental Well Being	GOVT .RAZA P>G. College Rampur U.P	31 <sup>st</sup> May 2020
11	State	Business & COVID 19	Arumugam Pillai Seethai Ammal College	30 <sup>th</sup> May
12	State	NAAS Accreditation Process- Dosand Don'ts	UGC PARAMARSH Scheme SFR College sivakasi	29 <sup>th</sup> May 2020
13	National	COVID -19 & Survival of Indianeconomy	National College Tiruchirappalli	29 <sup>th</sup> May 2020
14	State	Insurance for Business Enterprise	Kalasalingam Business School Krishnsnkoil.	15 <sup>th</sup> May2020
15	International	COVID 19 and ContinuingRelevance	The American College	23 <sup>rd</sup> May 2020
16	State	Bio Diversity	MTNC	22 <sup>nd</sup> May 2020
17	State	Application of Research Methodology in Social science	Mahendra Arts and Science College	31 <sup>st</sup> May2020
18	State	NAAS Accreditation Process- Dosand Don'ts	UGC PARAMARSH Scheme SFR College sivakasi	29 <sup>th</sup> May 2020
19	National	COVID -19 & Survival of Indianeconomy	National College Tiruchirappalli	29 <sup>th</sup> May 2020
20	State	Insurance for Business Enterprise	Kalasalingam Business SchoolKrishnsnkoil.	15 <sup>th</sup> May2020
21	International	COVID 19 and ContinuingRelevance	The American College	23 <sup>rd</sup> May 2020
22	State	Bio Diversity	MTNC	22 <sup>nd</sup> May 2020
23	State	Application of Research Methodology in Social science	Mahendra Arts and Science College	31 <sup>st</sup> May2020

### Editorial Advisory Board Members

<b>Sl. No.</b>	<b>Title</b>	<b>Year &amp; Month</b>	<b>Journal Name</b>	<b>Proceeding</b>	<b>Publishing House</b>	<b>Volume No. ISSN/ISBN</b>
1.	Digital Transformation Unlocks India's Potential in Industry 4.0	24 <sup>th</sup> September 2024	International Journal of Business and Economic Research	Two Day International Conference on "Global Contemporary Issues and Unlocking Innovations in Business Industry 4.0	Dr.BGR Publications	e-ISSN: 2455-3921