



B.Kothai Nachiar,
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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

Institution Name : 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
Institution Name : VVV College Virudhunagar – MK University
Year : 2000

Teaching Experience:

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

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^h November 2017 to 14th June 2018

Refresher Courses

- UGC Sponsored Online Refresher Course in Commerce & Management at UGC Malaviya Mission Teacher Training centre, Bharathidasan University, Trichirapalli on 14.05.2025 to 27.05.2025
- 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 of Guideship	Guideship Number
1.	Commerce	24.05.2022	2161/22

Faculty Development Programme (other than MTNC):

S. No.	Faculty Development Programme/Short Term Course	Title of the Programme/Course	Name of the Institution/University	Month and Year
1.	IPR Awareness Programme	Empowering Innovators and Creators	MTN College Madurai	24.03.2025
2.	Faculty Development Programme	Cyber Security	Sapthagiri NPS University Bangalore	14.02.2025 to 20.02.2025
3.	Faculty Development Programme	Gen AI & Chat GPT Application in the industry	SJC Institute of Technology Chikkaballapur, Chaitanya Bharathi Institute of Tech, 4Hyderabad & Bharti Vidyapeeth College of Engineering, Pune	27.01.2025 to 31.01.2025
4.	Faculty Development Programme	Predictive Analysis and Optimization for Industrial Application	Finessefleet Foundation and S4anjivani University	03.02.2025 to 08.02.2025
5.				
6.	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

7.	Faculty Development Programme	Up-skill Your Resources	Ayya Nadar Janaki Ammal College, Sivakasi.	07.07.23 To 13.07.2023 7 Days
8.	Faculty Development Programme	Systematic Literature Review (SLR)	G.L. Bajaj Institute of Management , Greater Noida	12.06.2023 to 16.06.2023
9.	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
10.	Faculty Development Programme	Social Media Digital Marketing	Bharathiar University – Coimbatore-46.	02.09.2020 to 12.09.2020- 12 Days
11.	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 th June 2020
12.	Faculty Development programme(online)	Moodle-Learning Management system	Amity School of Engineering andtechnology	29 th May to 31 st May 2020
13.	Faculty Development programme (online)	Moodle-Learning Management system	Amity School of engineering andtechnology	29 th May to 31 st May 2020
14.	Faculty Development Programme (online)	Managing Online classes and Co-creating MOOCS	Teaching learning Centre, RamanujanCollege University of Delhi	20 th April to6 th May 6 2020
15.	Faculty Development programme(Online)	Application of Statistics in Social Science Researchusing SPSS	V.H.N.S.N. College Virudhu Nagar	11 th Novemberto 15 th November 2019
16.	Faculty Development programme (Online)	Online Teaching Via Google LMS during Covid-19Pandemic”	C.Abdul Hakeem college (Autonomous)Melvisharam	28 to 30 th May 2020s
3	Faculty Development programme(Online)	Outcome Based Education	RAI University Ahmedabad GujaratInpods India	22 nd to 24 th July 2020

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 st 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 th May to 24 th 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:

S. No.	Title of the paper	Name of the Authors	Name of Journal	Month & Year	ISSN	Volume & Issue	Impact factor	ID Indexed in Scopus, Web of Science, Pub med / approved by UGC / UGC CARE
1	A Study On Green Marketing Towards Organic Food Products With Reference To Madurai	Dr.B.Kothai Nachiar	International Journal Of Research In Humanities, Arts And Science)	March 2025	ISSN:24 56-5571	Special Issue:	Peer Review	Peer Review
2	Mahatma Gandhi National Rural Employment Guarantee Act And Rural Development: A Study In Madurai District Of Tamilnadu State	Dr.B.Kothai Nachiar	SKRGC Publication,	March 2025	978-93-6492-024-7	Special Issue:	Peer Review	Peer Review
3	Angel Investors Vs. Venture Capitalists: The Best Funding Choice For Digital Startups	Dr.B.Kothai Nachiar	SKRGC Publication,	March 2025	978-93-6492-024-7	Special Issue:	Peer Review	Peer Review
4	Consumer Perception Towards Organic Food Products With Reference Madurai City	Dr.B.Kothai Nachiar	SKRGC Publication,	March 2025	978-93-6492-024-7	Special Issue:	Peer Review	Peer Review
5	A Study On The Impact Of AI In E-Commerce	Dr.B.Kothai Nachiar	International Journal Of Research In Humanities, Arts And Science)	March 2025	ISSN:24 56-5571	Special Issue:	Peer Review	Peer Review
6	A Study On Buyer's Attitude Towards Organic Food Products In Madurai City	Dr.B.Kothai Nachiar	Special Issue: International Journal Of Business And Economics Research	April 2025	ISSN: 2455-3921	Special Issue:	Peer Review	Peer Review

7	A Study On Descriptive Analysis Of Women Empowerment Through MGNREGS In Tamil Nadu	Dr.B.Kothai Nachiar	Special Issue: International Journal Of Business And Economics Research	April 2025	ISSN: 2455-3921	Special Issue:	Peer Review	Peer Review
8	Digital Innovation in Indian Railways : The effect of Online Reservation System on Passenger Convenience	Dr.B.Kothai Nachiar	International Journal of Business and Economic Research		E-ISSN 2455-3921	Special Issue	Peer Review	Peer Review
9	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
10	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
11	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
12	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
13	Online Learning : A Panacea in the Time of Covid-19 Crisis	Dr.B.Kothai Nachiar	Shodhsamhit a Journal of Fundamantal & Comparative Research	2021	2277-7067	Vol.VII, No 9 (1):	-	UGC Approved
	Empirical Evidences in Social	Dr.B.Koth	Internat			Vol.24	-	

14	Empowerment of women Through SHGS in India (With Special reference to Sattur Taluk	ai Nachiar	ional Journal of Psychosocial Rehabilitation	May 2020	1475-7192	&Issue 08		Scopus
15	A Study On Problems and Solutions Of Street Vendors	Dr.B.Kothai Nachiar	Think India	20 th &21 st December 2019	0971-1260	Vol-22 Issue-14 December	5.9	UGC CARE LIST
16	Tourists Attitude Towards Eco Tourism Promotion in Tamil Nadu	Dr.B.Kothai Nachiar	Think India	16 th October 2019	0971-1260	Vol -22 Issue 14 th December	5.9	UGC CARE LIST
17	Challenges and Opportunities of Online-Marketing	Dr.B.Kothai Nachiar	International journal of Analytical and Experimental	September 2019	0886-9367	http://ijae.ma.com	6.3	UGC CARE LIST
18	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
19	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 th 2019	2348-1269	-	6.3	UGC Approved Research Journal

20	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
21	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
22	Globalization on Higher Education Challenges & Implication in India	Dr.Kothai Nachiar	Shanlax Publication	August 2014	978-93-80686-11-0	-	ISBN
23	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
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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:

Sl.No.	Name of the Body	Capacity
1	Alagappa University	Member in Question Paper Setting –MBA Board
2	Sourashtra 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):

Sl. 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 Prasnd Mukherjee Government Degree College	28 th to 30 th 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 th May to 18 th May

4	National (Online)	10 days online workshop- Creation of Basic E-Content	Universal Teachers Academy	21 st April to 30 th April
5	International	Restriction of Plagiarism: A Quality measure in Research	Manonmaniam Sudaranar University	4 th January 2020

Positions held at our college (MTNC):

S. No	Name of the Activity	Period
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 th 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:

Sl.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 th March 2020

2	One day workshop	21 st Century Skills	MTN College	5 th March2020
3	One day Workshop	Promotion of API Score and career Advancement Scheme	MTN College	3 rd March2020
4	One day Workshop	E-Content Development and DigitalTools Usage	MTN College	29 th Feb 2020
5	One day workshop	Research Writing and Publications	MTN College	19 th October2019
6	One day Capacity Building	Outcome Based Education	MTN College	28 th August 2019
7	One day Workshop	FDP on Production Workshop on Prospects of Outcome BasedCurriculum	MTN College	9 th 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, Innovations Patents and Setting up of Incubation Centers.	MTN College	22 nd January2019
10	One day Workshop	Technicalities of Writing ResearchProposal	MTN College	29 th June 2018
11	Two Days Workshop	e- Content Development and DigitalTools	MTN College	2 nd and 3 rd March 2018
12	One Week Online Faculty development Programme	Faculty Enrichment programme	MTN College	13 th To 19 th 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 collegeAmbajogai Maharashtra	30 th June 2020

3	International	Impact of COVID-19 -19 on Teaching learning process: challenges and solutions	Rajendra Academy for Teachers' education	30 th June 2020
4	International	Introduction to E -Learning and its challenges	Patrician college of Arts and ScienceChennai	28 th June 2020
5	State	Startups: funding and Investment	IECD, Bharathidasan university	24 th June 2020
6	State	NAAC Accreditation Process for Autonomous Colleges	Rathinam College of Arts and science,Coimbatore	21 st June 2020
7	State	Exploring Swayam, NPTEL and other Online learning platforms	SRM Arts and Science collegeDept of Library	10 th June 2020
8	National	Effective communication and Positive thinking: A need of the hour	Arulmigu Palaniandavar College ofArts and Culture Palani.	3 rd June 2020
9	National	Knowledge Generation in Educationduring COVID-19 pandemic- qualitative research	Bombay Teachers Training College HSNC University Mumbai & Dept. ofEducation, University of Mumbai	1 st To 6 th June2020
10	International	COVID 19 Paradigm Shift in Teaching -Learning & Learner's physical and Mental Well Being	GOVT. RAZA P.G. College RampurU.P	31 st May 2020
11	State	Business & COVID 19	Arumugam Pillai Seethai AmmalCollege	30 th May
12	State	NAAS Accreditation Process- Dosand Don'ts	UGC PARAMARSH Scheme SFR College Sivakasi	29 th May 2020
13	National	COVID -19 & Survival of Indianeconomy	National College Tiruchirappalli	29 th May 2020
14	State	Insurance for Business Enterprise	Kalasalingam Business School Krishnsnkoil.	15 th May2020
15	International	COVID 19 and Continuing Relevance	The American College	23 rd May 2020
16	State	Bio Diversity	MTNC	22 nd May 2020
17	State	Application of Research Methodology in Social science	Mahendra Arts and Science College	31 st May2020
18	State	NAAS Accreditation Process- Dosand Don'ts	UGC PARAMARSH Scheme SFR College sivakasi	29 th May 2020

19	National	COVID -19 & Survival of Indian economy	National College Tiruchirappalli	29 th May 2020
20	State	Insurance for Business Enterprise	Kalasalingam Business School Krishnsnkoil.	15 th May2020
21	International	COVID 19 and Continuing Relevance	The American College	23 rd May 2020
22	State	Bio Diversity	MTNC	22 nd May 2020
23	State	Application of Research Methodology in Social science	Mahendra Arts and Science College	31 st May2020

Details of SWAYAM:

Month & Year	Name of the Subject	Score
January 2025	Personality Development and Communication Skill	82%