

PROFILE

I. PERSONAL QUALIFICATION

Name Mr. V.A. Ragavendran
Designation Assistant Professor of BBA (SF)
Department Business Administration
E-MailID ragamdu@gmail.com
ragavendranva@mannercollege.ac.in
ContactNo 9944357745



II. ACADEMIC QUALIFICATIONS

Ph.D. (Pursuing)

University:
VELS University, Chennai.
Registered Year: 2021
Thesis Submitted: May'24

Master of Philosophy

University:
MADURAI KAMARAJ UNIVERSITY, Madurai
Title:
A consumer satisfaction towards Aircel service in rural areas.
Pass out Year: 2010

Post-Graduation

University:
MADURAI KAMARAJ UNIVERSITY, Madurai.
Degree: Master of Business Administration (MBA)
Pass out Year: 2009
University:
MADURAI KAMARAJ UNIVERSITY, Madurai
Degree: Master of Commerce (M. Com)

UnderGraduation **Pass out Year:2012**
University:
MADURAI KAMARAJ UNIVERSITY, Madurai
Degree: Bachelor of Commerce (B. Com)
Pass out Year:2006

III. TEACHING EXPERIENCE

Under-Graduate : 14 years

(Assistant Professor, Department of BBA, self-finance stream
in Mannar Thirumalai Naicker College, Madurai).

IV. ACADEMIC RESPONSIBILITIES (Internal)

S .No.	Name of position	From	To
1.	Internal Examination Committee of SF wing	2012	2015
2.	Student Movement Monitoring Committee of SF wing	2015	2018
3.	Internal Examination Committee of SF wing	2018	2020
4.	Student Attendance Committee of SF wing	2020	2022
5.	Community College (DRM)	2019	2023
6.	Student Discipline Committee of SF wing	2022	Still Date

V. ACADEMIC RESPONSIBILITIES (External)

S. No.	Name of position	From	To
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1.	External valuation Member, Madurai Kamaraj University, Madurai, Tamilnadu.	2013	Still Date
2.	External Question Paper Setter, Periyar University, Selam, Tamilnadu.	2015	Still Date
3.	External Question Paper Setter, Annamalai University, Chidambaram, Tamilnadu.	2017	Still Date
4.	External Question Paper Setter, Various Arts and Science colleges in Tamilnadu. (Both UG & PG)	2018	Still Date
5.	Member of Journal Editorial Board of our Academic Society, KBSAA, West Bengal, INDIA.	2023	Still Date

VI. AWARD

- **“Best researcher of the year”** for **2021-22** from Sri Karunanandar Charitable Trust, Tiruvannamalai.
- **“Excellence in Research Publication (Arts)”** for **2022-23** from TRIO FIESTA, Mannar Thirumalai Naicker College, Madurai.

VII. PUBLICATIONS

i. Scopus & UGC care List

S. No.	TITLE OF PAPER	NAME OF JOURNAL	MONTH/ YEAR	ISSN NUMBER
1	A Study on Digital Marketing and its influence on business	INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)	April: 2021	ISSN 2320-2882
2	Performance Appraisal and Career Advancement in Industries– An Empirical Review on the Newspaper Industry	TURKISH ONLINE JOURNAL OF QUALITATIVE INQUIRY (TOJQI)	July: 2021	ISSN 7051-7055
3	Impact of artificial intelligence in the banking sector	JOURNAL OF THE ORIENTAL INSTITUTE	March: 2022	ISSN 0030-5324
4	A study on intellectual property disputes and	INTERNATIONAL JOURNAL OF	June: 2022	ISSN 2348-8301

	resolutions	HUMANITIES, LAW AND SOCIAL SCIENCES		
5	A Study on Recruitment through Artificial Intelligence: A Conceptual Study	INTERNATIONAL JOURNAL OF EARLY CHILDHOOD SPECIAL EDUCATION (INT-JECSE)	October: 2022	ISSN 1308-5581
6	A Non-Governmental Organizations (NGO) role in microfinance with Particular reference to Indian women	RABINDRA BHARATI JOURNAL OF PHILOSOPHY	May: 2023	ISSN 0973-0087 (Vol.: XXIV, No:04)
7	A thought-provoking study of women entrepreneurs in India	RABINDRA BHARATI JOURNAL OF PHILOSOPHY	December: 2022	ISSN 0973-0087 (Vol.: XXIV, No:05)
8	A Pan-Indian Study of Digital Education	INTERNATIONAL JOURNAL OF CURRENT RESEARCH AND ACADEMIC REVIEW	January: 2023	ISSN 2347-3215
9	An analysis of the literature on society's concerns on India's cyber security in the twenty-first century	INTERNATIONAL JOURNAL OF SOCIAL SCIENCES AND MANAGEMENT REVIEW	February: 2023	ISSN 2582-0176
10	A study on challenges and solutions for COVID-19's psychosocial and Mental health aspects in India	JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI	June: 2023	ISSN 0972-0766
11	A conceptual framework and regulatory technique to OTT Streaming in India	RABINDRA BHARATI JOURNAL OF PHILOSOPHY	June: 2023	ISSN 0973-0087 (Vol.: XXIV, No:17)
12	A theory-based study in functions of human resource management using artificial intelligence (AI)	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES	July: 2023	ISSN 0972 – 8945
13	A study on the impact of artificial intelligence on applications and Future opportunities to increase workforce productivity in	HISTORY RESEARCH JOURNAL	September: 2023	ISSN 0976-5425

	HRM			
14	A Case Study on the Significance of Self-Help Groups for Rural Empowerment of Women in India	INTERNATIONAL JOURNAL OF ADVANCE AND APPLIED RESEARCH (IJAAR)	October: 2023	ISSN 2347-7075
15	Journal Editor	JOURNAL OF ACADEMIC ADVANCEMENT	December: 2023	ISSN 2583-5203
16	A study on impact of artificial intelligence in information Technology sector especially on the performance management	INDIAN JOURNAL OF PSYCHOLOGY	December: 2023	ISSN 0019-5553
17	An Investigation of the Connection between Artificial Intelligence and Digital Advertising in Marketing Strategy-Related Fields	INTERNATIONAL JOURNAL OF ADVANCE AND APPLIED RESEARCH (IJAAR)	March: 2024	ISSN 2347-7075 (Impact Factor- 7.328 Volume-5 Issue-4)
18	A theoretical investigation on "contextualizing artificial intelligence and digital innovation to sustainable development"	HUMANITIES AND SOCIAL SCIENCE STUDIES	March: 2024	ISSN 2319-829X (Vol. 13, Issue 1, No. 15)
19	An Analysis of Legal Complexities: Artificial Intelligence's Contribution to Patent Law Difficulties in the Machine Learning Era	INTERNATIONAL JOURNAL OF ADVANCE AND APPLIED RESEARCH (IJAAR)	April: 2024	ISSN 2347-7075 (Impact Factor- 7.328 Volume-5 Issue-9)
20	An application framework for conceptual AI in HRM	EDUCATIONAL ADMINISTRATION: THEORY AND PRACTICE (RESEARCH ARTICLE)	April: 2024	ISSN 2148-2403

ii. BOOK CHAPTER

S No.	TITLE OF PAPER	NAME OF BOOK	MONTH/ YEAR	ISBN/ NUMBER
1	A study on intellectual property disputes and resolutions	INTERNATIONAL JOURNAL OF HUMANITIES, LAW AND SOCIAL SCIENCES	June: 2022	ISSN 2348-8301

2	India's 21st-century challenges from the Perspective of human resource Development	RISING INDIA AND THE WORLD ORDER IN THE 21ST CENTURY	June: 2022	ISBN 978-93-94958-26-5
3	Small enterprise cognizance and adoption of state-of-the-art technologies in emerging and developing markets, and classes from the COVID-19 pandemic	MSMES AND COVID – 19 THE OPPORTUNITIES, CHALLENGES AND RECOVERY MEASURES INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)	July: 2022	ISBN 978-93-91977-17-7
4	A review of the literature on challenges to society from cyber security	INTEGRATING HUMAN VALUES AND ETHICS WITH HIGHER EDUCATION (NCIHEH – 22)	December: 2022	ISBN 978-93-95105-04-0
5	A Conceptual study of the Implications & solutions for Digital India	21 ST CENTURY SKILLS: A GLOBAL SCENARIO FOR SUSTAINABLE GROWTH	December: 2022	ISBN 978-81-955038-3-4
6	A Study on Artificial Intelligence is Advancing in Indian Healthcare Start-ups	INDIAN START-UPS ISSUES AND CHALLENGES"- POST-PANDEMIC PERSPECTIVE	February: 2023	ISBN 978-81-19042-15-9
7	An Examination of Stress reduction Techniques in the HRM sector in India during relevant Historical period	CONTEMPORARY EVOLUTION IN BUSINESS, MANAGEMENT & COMMERCE	March: 2023	ISBN 978-93-5515-849-9
8	A Survey of The Green Marketing Methods Used by Different Companies In India	NATIONAL CONFERENCE ON BUSINESS DYNAMICS AND SUSTAINABLE DEVELOPMENT IN INDIA (NCBDS-2023)	March: 2023	ISBN 978-93-5779-861-7
9	A review of current talent management practice and the benefits it provides to management of Human resources in district industries	JOURNAL OF CONTEMPORARY MANAGEMENT PRACTICES	April: 2023	ISBN 978-93-95422-63-5
10	A Theoretical Study on Current Problems and Challenges for HRM in India's Public Sector Banks	EMERGING ISSUES IN FINANCE AND MANAGEMENT	April: 2023	ISBN 978-93-90728-26-8
11	A study on AI's application	ARTIFICIAL	June:	ISBN

	in India's health care industry	INTELLIGENCE EMERGING CHALLENGES AND OPPORTUNITIES IN INDUSTRY 4.0 ERA”	2023	978-81-960301-4-8
12	An analysis of HRM functions utilizing theory and artificial intelligence	INDUSTRY 5.0: SUSTAINABILITY & INNOVATIONS IN BUSINESS	July: 2023	ISBN 978-81-961178-6-3
13	Book Editor	FUTURE TRENDS, BREAKTHROUGHS AND INNOVATION IN HRM	August: 2023	ISBN 978-81-19337-04-0
14	A comprehensive study of experiential learning in entrepreneurship education with reference to higher education in India	ENTREPRENEURSHIP, GROWTH AND COMPETITIVENESS	August: 2023	ISBN 978-81-964979-0-3
15	A Periodic Observation on Artificial Intelligence's Growth in Indian Healthcare Start-ups	CONTEMPORARY RESEARCH TRENDS AND INNOVATION FOR INDUSTRIAL RESURGENCE	October: 2023	ISBN 978-81-964979-8-9
16	Sexual Harassment Activities at Educational Institutions in India	WOMEN IN INDIAN SOCIETY	November: 2023	ISBN 978-93-5506-878-1
17	A Study on Handling Medical Gaps: Issues and Approaches in Essential Health Care Organisations in Madurai District	EMERGING PARADIGM IN EDUCATION AND RESEARCH	January: 2024	ISBN 978-93-90728-63-3
18	A Theoretical Investigation of the Current State of Digital HRM Practice	PARADIGM SHIFT TOWARDS SUSTAINABLE BUSINESS AND MANAGEMENT PRACTICES	January: 2024	ISBN 978-81-951746-9-0
19	The Study of India's Groundnut Finance in A Current Scenario	ISSUES AND TRENDS IN THE FINANCIAL SECTOR, SOCIETY AND ECONOMY OF INDIA	February: 2024	ISBN: 978-81-964979-3-4
20	An analysis of the effects of artificial intelligence on the Digitalization of human resources in India's current industries	DIGITAL PRACTICES IN BUSINESS WORLD	February 2024	ISBN 978-93-92649-83-7

21	A study on Deep Learning and Machine Learning Algorithms in Recent Communications: AI is the Greatest Revolutionary Tool of the Modern Era	SHAPING THE FUTURE: TRENDS AND INSIGHTS FOR TOMORROW	March: 2024	ISBN: 978-81-964979-6-5
22	An Investigation of the Connection between Artificial Intelligence and Digital Advertising in Marketing Strategy-Related Fields	SOCIO-ECONOMIC RELEVANCE IN SCIENCE, SOCIAL SCIENCE, AND COMMERCE TOWARD SUSTAINABILITY	March: 2024	ISBN: 978-93-94819-65-8
23	A Study on the Impact of Work-life Policies and Workplace Culture on the Job Satisfaction of Hybrid Employees in the Information Technology Sector	RECENT TRENDS AND INNOVATIVE PRACTICES IN MANAGEMENT	March: 2024	ISBN: 978-93-6163-068-2
24	A Study on the Effects of Learning Strategies on Academic Motivation and Self-Efficacy in Science and Arts Students in Chennai	EMERGING ISSUES AND INNOVATION IN BUSINESS, ECONOMY, MANAGEMENT, SOCIAL SCIENCE AND TECHNOLOGY (ICEIIBEMSST2024)	April: 2024	ISBN: 978-81-964979-4-1
25	An Analysis of Legal Complexities: Artificial Intelligence's Contribution to Patent Law Difficulties in the Machine Learning Era	INTELLECTUAL PROPERTY RIGHTS (IPR)	April: 2024	ISBN: 978-93-94819-53-5
26	Unlocking the Potential of Deep Learning and Machine Learning Algorithms in Recent Communications: AI is the Greatest Revolutionary Tool of the Modern Era	TOMORROW'S BLUEPRINT: EXPLORING ENVIRONMENTAL, FINANCIAL, SOCIO-ECONOMIC AND TECHNOLOGICAL ISSUES	May: 2024	ISBN: 978-81-972787-9-2
27	A study on the parenting styles and mental Health of women employed in the shift system	ISSUES AND DILEMMAS IN THE SOCIAL FABRIC OF INDIA	May: 2024	ISBN: 978-91-7308-060-6

VIII. PAPER PRESENTED IN CONFERENCE / SEMINAR

<p>❖ 5th and 6th May, 2022, participated and presented a paper titled “A STUDY ON SKILL DEVELOPMENT INITIATIVES AND STRATEGIES” in Two Day National Seminar on IMPACT OF SKILL DEVELOPMENT ON RURAL YOUTH IN INDIA SPONSORED by ICSSR and Organised by DEPARTMENT OF COMMERCE, AYYA NADAR JANAKI AMMAL COLLEGE (Autonomous), SIVAKASI-626124–Tamilnadu.</p>
<p>❖ 17th & 18th May 2022, presented a paper entitled “Small enterprise cognizance and adoption of state-of-the-art technologies in emerging and developing markets, and classes from the COVID-19 pandemic” in the International Online Seminar Organized by Department of Management Studies, Nehru Institute of Technology, Coimbatore, Tamilnadu</p>
<p>❖ 23.12.2022 & 24.12.2022, presented a paper entitled “A Conceptual study of the Implications & Solutions for Digital India.” in the international conference of “21st Century Skills: A Global Scenario for Sustainable Growth” organised by Indian Institute of Management & Commerce, Hyderabad</p>
<p>❖ 06.01.2023, presented a paper entitled “A review of current talent management practices and the benefits provided to management of HR in District Industries” in the international conference of “Contemporary Management Practices” organised by SRM Institute of Science & Technology, Chennai</p>
<p>❖ 07.01.2023, presented a paper entitled “A Conceptual study on the role of NGO’s in providing Microfinance to women” in the international conference of “Contemporary issues on Accounting and Finance” organised by KBSAA, Kolkata</p>
<p>❖ 24.01.2023 & 25.01.2023, presented a paper entitled “A Pan-Indian study of Digital Education” in the National conference of “Digital Pedagogy and Open-source tools for effective teaching, learning and research” organised by VHNSNC, Virudhunagar</p>
<p>❖ 10.02.2023, presented a paper entitled “A study on AI is Advancing in Indian Healthcare Start-ups” in the National conference of “Indian Start-ups issues and</p>

<p>challenges – Post Pandemic Perspective” organised by Mannar Thirumalai Naicker college, Madurai</p>
<p>❖ 02.03.2023, presented a paper entitled “A survey of the green marketing methods used by different companies in India” in the National conference of “Business Dynamics and Sustainable development in India” organised by The Quaide Milleth College for Women, Chennai</p>
<p>❖ 28.03.2023, presented a paper entitled “A Conceptual analysis cloud computing in the educational system” in the international conference of “MASK” organised by SRM Institute of Science and Technology, Chennai</p>
<p>❖ 05.03.2024, presented a paper entitled” An Investigation Of The Connection Between Artificial Intelligence And Digital Advertising In Marketing Strategy-Related Fields” in the international conference on “Socio-Economic Relevance in Science, Social Science, and Commerce toward Sustainability” Organized by Department of zoology and Internal Quality Assurance Cell (IQAC), Government College For Men(A), Kadapa in collaboration with Global Foundation, India.</p>
<p>❖ 06.04.2024 Participated and presented a research paper entitled <i>An Analysis Of Legal Complexities: Artificial Intelligence's Contribution To Patent Law Difficulties In The Machine Learning Era</i> in One Day Multidisciplinary International E-Conference on “<i>Samaj Jagruti Shikshan Sanstha Murud</i>” Organized by SAMHAJI COLLEGE, MURUD and Swami Ramanand Teerth Marathwada University, Nanded In collaboration with Global Foundation, India</p>
<p>❖ 27 & 28.04.2024, presented a paper entitled “A Study on the Effects of Learning Strategies on Academic Motivation and Self-Efficacy in Science and Arts Students in Chennai” in the international conference of “ICEIIBEMSST2024” organised by KOLKATA BIDHANNAGARSOCIETY FOR ACADEMIC ADVANCEMENT, West Bengal, India Jointly with THE DEPARTMENT OF COMMERCE, NEW ALIPORE COLLEGE, New Alipore, Kolkata, India.</p>

VIII. FACULTY DEVELOPMENT PROGRAMME/ SEMINAR ATTENDED

More than 27 Faculty Development Programme and more than 23 Seminar and Webinars are attended in various colleges and universities.