

# Dr. V.A Ragavendran

Assistant Professor

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## SKILLS

Business Administration | Research

## EMPLOYMENT HISTORY

Assistant Professor | Mannar Thirumalai Naicker College (Autonomous), Madurai Dec 2010 - Present

## EDUCATION

Ph.D. | Vels university, VISTAS, Chennai. Sep 2024

M.Com | Madurai Kamaraj University, Madurai Dec 2012

M.Phil | Madurai Kamaraj University, Madurai Oct 2010

MBA | Madurai Kamaraj University, Madurai. Nov 2008

B.Com | The Madura College, Madurai May 2006

## LANGUAGES

English

## EXTRA SKILL

### GOOGLE SCHALOR

Cited by  
Since 2019  
Citations 2  
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### ACADEMIC RESPONSIBILITIES (EXTERNAL)

- External valuation Member**, Madurai Kamaraj University, Madurai, Tamilnadu.
- External Question Paper setter** for other university and college's with in Tamilnadu.
- ANNUAL MEMBER** of Kolkata Bidhannagar Society for Academic Advancement (KBSAA), West Bengal, India for the year 2024-2025.
- ANNUAL MENTOR** of International Mentor with I2OR India for commitment of academic excellence and a dedication to empowering the next generation of leaders and innovators for the year 2024-2025.

### ACADEMIC RESPONSIBILITIES (INTERNAL)

- Member, Internal Examination Committee of SF wing
- Member, Student Movement Monitoring Committee of SF wing
- Member, Student Discipline Committee of SF wing
- Convenor, Student Attendance Committee of SF wing

### ACHIEVEMENTS

- "BEST RESEARCHER OF THE YEAR"** for 2021-22 from Sri Karunanandar charitable trust, Tiruvannamalai.
- "EDITORIAL BOARD ADVISORY MEMBER"** for the JOURNAL OF ACADEMIC ADVANCEMENT (Bi-Annual Peer Reviewed Refereed and Indexed Journal) ISSN (Online): 2583-5203 | Volume: 2 | No. 01 | June, 2023.

3. "EXCELLENCE IN RESEARCH PUBLICATION (ARTS)" for 2022-23 from TRIO FIESTA, Mannar Thirumalai Naicker College, Madurai.
4. "BEST PAPER PRESENTATION" award for the paper "A Sustainable Development Oriented Study of Digital Innovation & AI" presented in ICSATAB – 2023.
5. An "E- ISBN BOOK" published in the title of "Future trends, breakthroughs and innovation in HRM" academic year 2023-2024.
6. "EDITORIAL BOARD ADVISORY MEMBER" for the JOURNAL OF ACADEMIC ADVANCEMENT (Bi-Annual Peer Reviewed Refereed and Indexed Journal) ISSN (Online): 2583-5203 | Volume: 3 | No. 01 | June, 2023.
7. "EXCELLENCE IN RESEARCH PUBLICATION (ARTS)" for 2023 - 24 from Mannar Thirumalai Naicker College, Madurai.
8. "INTERNATIONAL DISTINGUISHED RESEARCHER AWARD 2024" by International Institute of Organized Research - I2OR

## SCOPUS

1. Performance Appraisal and Career Advancement in Industries– An Empirical Review on the Newspaper Industry
2. A Study on Recruitment through Artificial Intelligence: A Conceptual Study
3. An application framework for conceptual AI in HRM

## UGC CARE PUBLICATIONS

1. IMPACT OF ARTIFICIAL INTELLIGENCE IN BANKING SECTOR
2. A STUDY ON INTELLECTUAL PROPERTY DISPUTES AND RESOLUTIONS
3. A NON-GOVERNMENTAL ORGANIZATION'S (NGO) ROLE IN MICROFINANCE WITH PARTICULAR REFERENCE TO INDIAN WOMEN
4. A THOUGHT PROVOKING STUDY OF WOMEN ENTREPRENEURS IN INDIA
5. A THEORY-BASED STUDY IN FUNCTIONS OF HUMAN RESOURCE MANAGEMENT USING ARTIFICIAL INTELLIGENCE (AI)
6. A CONCEPTUAL FRAMEWORK AND REGULATORY TECHNIQUE TO OTT STREAMING IN INDIA
7. A STUDY ON CHALLENGES AND SOLUTIONS FOR COVID-19'S PSYCHOSOCIAL AND MENTAL HEALTH ASPECTS IN INDIA
8. A STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE IN INFORMATION TECHNOLOGY SECTOR ESPECIALLY ON THE PERFORMANCE MANAGEMENT FUNCTIONS
9. A STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON APPLICATIONS AND FUTURE OPPORTUNITIES TO INCREASE WORKFORCE PRODUCTIVITY IN HRM
10. A THEORETICAL INVESTIGATION ON "CONTEXTUALIZING ARTIFICIAL INTELLIGENCE AND DIGITAL INNOVATION TO SUSTAINABLE DEVELOPMENT"

## ISSN PUBLICATIONS

1. A Study on Digital Marketing and its influence on business
2. A Pan-Indian Study of Digital Education
3. AN ANALYSIS OF THE LITERATURE ON SOCIETY'S CONCERNS ON INDIA'S CYBERSECURITY IN THE TWENTY-FIRST CENTURY
4. A Case Study on the Significance of Self-Help Groups for Rural Empowerment of Women in India
5. An Investigation of the Connection between Artificial Intelligence and Digital Advertising in Marketing Strategy-Related Fields
6. An Analysis of Legal Complexities: Artificial Intelligence's Contribution to Patent Law Difficulties in the Machine Learning Era

## CONFERENCE PROCEEDINGS

1. A conceptual study of the implications & solutions for Digital India
2. A Survey Of The Green Marketing Methods Used By Different Companies In India
3. A Theoretical Study on Current Problems and Challenges for HRM in India's Public Sector Banks
4. A THEORY-BASED STUDY IN FUNCTIONS OF HUMAN RESOURCE MANAGEMENT USING ARTIFICIAL INTELLIGENCE
5. A comprehensive study of experiential learning in entrepreneurship education with reference to higher education in India.
6. A Periodic Observation on Artificial Intelligence's Growth in Indian Healthcare Startups
7. A REVIEW OF THE LITERATURE ON CHALLENGES TO SOCIETY FROM CYBER SECURITY
8. A SUSTAINABLE DEVELOPMENT-ORIENTED STUDY OF DIGITAL INNOVATION AND ARTIFICIAL INTELLIGENCE
9. A Study on Handling Medical Gaps: Issues and Approaches in Essential HealthCare Organisations in Madurai District
10. The Study Of India's Groundnut Finance In A Current Scenario
11. Unlocking The Potential of Deep Learning and Machine Learning Algorithms in Recent Communications: AI is the Greatest Revolutionary Tool of the Modern Era
12. A Study on the Effects of Learning Strategies on Academic Motivation and Self-Efficacy in Science and Arts Students in Chennai
13. An Investigation of the Connection between Artificial Intelligence and Digital Advertising in Marketing Strategy-Related Fields
14. An Analysis of Legal Complexities: Artificial Intelligence's Contribution to Patent Law Difficulties in the Machine Learning Era

## BOOK CHAPTERS

1. Small enterprise cognizance and adoption of state-of-the-art technologies in emerging and developing markets, and classes from the COVID-19 pandemic
2. INDIA'S 21ST-CENTURY CHALLENGES FROM THE PERSPECTIVE OF HUMAN RESOURCE DEVELOPMENT
3. A Study on Artificial Intelligence is Advancing in Indian Healthcare Startups
4. A REVIEW OF CURRENT TALENT MANAGEMENT PRACTICE AND THE BENEFITS IT PROVIDES TO MANAGEMENT OF HUMAN RESOURCES IN DISTRICT INDUSTRIES
5. A study on AI's Application in India's Health Care Industry
6. An Examination of stress reduction techniques in the HRM sector in India during the relevant Historical Period
7. Sexual Harassment Activities at Educational Institutions In India
8. A Theoretical Investigation of the Current State of Digital HRM Practice
9. AN ANALYSIS OF THE EFFECTS OF ARTIFICIAL INTELLIGENCE ON THE DIGITALIZATION OF HUMAN RESOURCES IN INDIA'S CURRENT INDUSTRIES
10. A Study on the Impact of Work-life Policies and Workplace Culture on the Job Satisfaction of Hybrid Employees in the Information Technology Sector
11. A STUDY ON THE PARENTING STYLES AND MENTAL HEALTH OF WOMEN EMPLOYED IN THE SHIFT SYSTEM
12. Unlocking the Potential of Deep Learning and Machine Learning Algorithms in Recent Communications: AI is the Greatest Revolutionary Tool of the Modern Era
13. A Study to Measure the Impact of Sustainable Practices on Carbon Emissions in the Manufacturing industry

## BOOK EDITOR

1. Future Trends, Breakthroughs and Innovation in HRM