

Dr. G. Manimuthu

Assistant Professor

Department of Commerce

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I. Academic Qualifications:

Doctoral Research - Ph.D

- **University** : *Madurai Kamaraj University, Madurai, India*
- **Title** : *Performance of Commercial Banks with regarding to Service Area approach in Madurai District*
- **Year** : *2015*

Master of Philosophy

- **University** : *Madurai Kamaraj University, Madurai, India*
- **Title** : *A Study on Customer Satisfaction towards Call Taxi Services in Madurai City*
- **Year** : *2007*

Post-Graduation

- **University** : *Madurai Kamaraj University, Madurai, India*
- **Degree** : *Master of Commerce*
- **Year** : *2006*

Under Graduation:

- **University** : *Madurai Kamaraj University, Madurai, India*
- **Year** : *2004*
- **Degree** : *Bachelor of Commerce*

II. Teaching Experience:

- **Under-Graduate** : *17 years*
- **Post Graduate** : *4 years*
- *2007- to till date Working as a Assistant Professor in Mannar Thirumalai Naicker College (SF), Madurai.*

Area of Specialization

- *Financial Accounting*
- *Management Accounting*
- *Cost Accounting*

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

S. No	Title of the paper	Name of the Author	Name of Journal	Month & Year	ISSN	Volume & Issue	Impact factor	ID Indexed in Scopus, Web of Science, Pub med / approved by UGC / UGC CARE List
1.	<i>A study on the evolution of skill- based Entrepreneurship</i>	<i>Dr G.Manimut hu</i>	<i>International Journal of Cultural studies and social sciences</i>	Jan- June 2024	2347-4777	20 & 1	7.138	UGC Care Printed Journal
1.	<i>A Study on Role of Green Supply Chain management in Businesses</i>	<i>Dr G.Manimut hu</i>	<i>Indian Journal of Psychology</i>	2023	ISSN NO 0019-5553	Book No.5		UGC Care Printed Journal
2.	<i>Applicati on of Cloud computin g in E- commerc e - Emerging Trend</i>	<i>Dr G.Manimut hu</i>	<i>Journal of Management science and Humanities</i>	<i>No.2 decem ber 2023</i>	2395-0625	10	-	-
3.	<i>Role of Micro Finance Banks in Enhancing Entrepreneurship among Women</i>	<i>Dr G.Manimut hu</i>	<i>Rabindra Barati Journal of Philosophy</i>	2023	<i>0973 - 0087</i>	<i>XXIV.No.06</i>		UGC Care Printed Journal
4.	<i>Role and Contribution of Women Entrepreneurs in India – An Overview</i>	<i>Dr G.Manimut hu</i>	<i>Rabindra Barati Journal of Philosophy</i>	2023	<i>0973 - 0087</i>	<i>XXIV.No.06</i>		UGC Care Printed Journal
5.	<i>Emerging Trends in IPR Regime</i>	<i>Dr G.Manimut hu</i>	<i>Kanpur Philosoph ers</i>	<i>2022 /</i>	<i>2348 - 8301</i>	<i>Volume 09, Issue 01, No.12</i>		UGC Care Printed Journal
6.	<i>A study on productio n of steel</i>	<i>Dr G.Manimut hu</i>	<i>Utkal historical research journal</i>	2021	<i>0976-2132</i>	<i>Xxxiv(vi)</i>		<i>UGC CARE List Printed Journal</i>

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7.	Analysis of inter-relationship among financial leverage ratios and market value of the selected companies in automobile industry	Dr G.Manimuthu	Utkal historical research journal	2021	0976-2132	Xxxiv(vi)		UGC CARE List Printed Journal
8.	A Study on Performance and the Growth of Micro Small and Medium Enterprises (MSMEs) in Tamilnadu	Dr.G.Manimuthu	International Journal Of Psychosocial Rehabilitation	05 May 2020	1475-7192	Volume 24 Issue 8, 2020	0.08	Scopus indexed
9.	Performance of financial leverage Ratios of the selected companies in Textile industry	Dr.G.Manimuthu	Dogo Rangsang Research journal	June 2020	ISSN NO : 2347-7180	Volume 10 Issue 6 June 2020	Impact Factor- 6.35	UGC CARE List Online Publication http://ugccare.unipune.ac.in/site/web/site/carelist.aspx
10.	A Study on corporate governance practices in banking sector	Dr.G.Manimuthu & Mr.M.Vinoth	A journal of Composition Theory	11.01.2020	ISSN NO.07 31-6755	Volume XII Issue XII December 2019	Impact Factor- 5.7	UGC CARE List Online Publication http://jctjournal.com/Current-Issue/

11	A Study on CSR contribution of selected public sector companies in India	Mr.M.Vinoth & Dr.G.Manimuthu	A journal of Composition Theory	11.01.2020	ISSN NO.0731-6755	Volume XII Issue XII December 2019	Impact Factor-5.7	UGC CARE List Online Publication http://jctjournal.com/Current-Issue/
12	Customer Relationship Management-A Digitalisation	Dr.G.Manimuthu	International Journal of research and Analytical Reviews	04-01-2019	E ISSN Number 2348-1269	Special Issue	Impact factor 5.75-	approved by UGC - No.43602
13	"Entrepreneurship- A Role of economic development of a country"	Dr.G.Manimuthu	Nehru Journal of Management and research	November 2018	ISSN NO.2230-7974	Volume I Issue II	-	-
14	"Bit coin, Cryptocurrency - An Overview"	Dr.G.Manimuthu	ROOTS International Journal of Multidisciplinary Researches	March 2018	ISSN Number 2349-8684	Volume : 4 Special Issue-10	Impact factor 3.48	UGC approved journal j.no.48991

IV Research Articles Published in Proceedings:

S.No	Name of the Author/Authors	Title of the Article	Title of the Conference/Seminar	International/ National / State level	ISBN Number	dt/mm/yr

1.	Dr.G.Manimuthu	A study on amount Spending of CSR to Selected Banking and Non-Banking Financial Companies in Tamilnadu	Revisiting CSR in the Post COVID Era-m Statutory Guidelines and Societal Concerns	Alagappa University	978-93-90082-70-4	October 2020
2.	Dr.G.Manimuthu	Country - Wise Internet usage and its Impact on Digital Marketing	Artificial intelligence and robotics in business and employment: opportunities and challenges (airbeoc-2020)	National	978-93-89658-87-3	27 & 28 -2-2020
3.	Dr.G.Manimuthu	Recent trends in banking sector-An	International Conference on emerging trends in Banking.	International Conference	ISBN Number 978-93-88398-90-	27&28.03.2019
4..	Dr.G.Manimuthu	"Economical growth of tourism industry in India "	"Tourism Indurty In India : Challenges and Opportunities"	National Seminar	ISBN Number 978-93-80686-81-3	12.08.2013

V Paper presented in Conference/Seminar:

S.No	Title of the Paper	International/ National / State level	Title of the Conference	Institution/ College Name	dt/mm/yr
1.	<i>A Study on Adoption of new IFRS India: Disclosure level & Benefits</i>	<i>International level Seminar</i>	<i>"Recent Development and techniques in Education, Finance and Entrepreneurship</i>	<i>Sourashtra College</i>	<i>14.03.2023</i>
2.	<i>Role of Micro Finance Banks in Enhancing entrepreneurship Among Women</i>	<i>International level Seminar</i>	<i>"Entrepreneurship In Industry 4.0 :A GLIMPSE"</i>	<i>MannarThirumalai Naicker College</i>	<i>16.12.2022</i>
3.	<i>A Role of Banking Sector of Entrepreneurial Development in India</i>	<i>National Level Seminar</i>	<i>Entrepreneurship and Competitiveness in the Global Era- A Multi Disciplinary Approach</i>	<i>Sourashtra College</i>	<i>21.10.2022</i>
4.	<i>Emerging trends in IPr Regime</i>	<i>National Level Seminar</i>	<i>Contemporary and upcoming issues in the field of Intellectual Property Rights</i>	<i>MannarThirumalai Naicker College</i>	<i>28.03.2022</i>
5.	<i>A Study on CSR Contribution of Selected Public Sector Companies in India</i>	<i>National Conference</i>	<i>Challenges to Indian Businesses</i>	<i>AIMAN College of Arts and Science</i>	<i>11.01.2020</i>
6.	<i>A Study on Corporate Governance practices in Banking Sector</i>	<i>National Conference</i>	<i>Challenges to Indian Businesses</i>	<i>AIMAN College of Arts and Science</i>	<i>11.01.2020</i>
7.	<i>Country - Wise Internet usage and its Impact on Digital Marketing</i>	<i>National Level</i>	<i>" Artificial Intelligence and Robotics in Business and Employment : Oportunities and Challenges (AIRBEOC – 2020)"</i>	<i>Acharya Institute of Graduate Studies</i>	<i>27.02.2020- 28.02.2020</i>
8.	<i>A Study on performance and the growth of Micro Small and Meium</i>	<i>National Level</i>	<i>A Digital Transfomation – Entrepreneur & Infopreneur 2K20</i>	<i>Mannar Thiruamalai Naicker College</i>	<i>24.01.2020</i>

	<i>Enterprises(MSME's) In Tamilnadu</i>				
9.	<i>Customer Relationship Management</i>	<i>International Conference</i>	<i>"Contemporary Issues,Challenges and Recmmendaions pn DigitalisationCICRD-2K19"</i>	<i>Mannar Thiruamalai Naicker College</i>	<i>04.01.2019</i>
10.	<i>Recent trends in Banking Sector – An overview</i>	<i>International Conference</i>	<i>" Emerging trends in Banking,Insurance & International Trade"</i>	<i>Thiagarajar College</i>	<i>27 &28.03.2019</i>
11.	<i>Environmental protection in our country-An overview</i>	<i>National Level</i>	<i>" Inclusive Growth : The way to strong Economic Development"</i>	<i>Mannar Thiruamalai Naicker College</i>	<i>27-2-2019</i>
12.	<i>Entrepreneurship – A Role Of Economic Development of a Country</i>	<i>International Conference</i>	<i>" Coimbatore Strategic Leadership Conference"</i>	<i>Nehru Institute of Technology</i>	<i>10.08.2018</i>
13.	<i>Bit Coin and Cryptocurrency – An Overview</i>	<i>International Conference</i>	<i>"Business Analytis & Block Chain"</i>	<i>Madura College</i>	<i>28.12.2017</i>
14.	<i>"FDI in RetailTrade"</i>	<i>State Level</i>	<i>"Foreign Direct Investment in India"</i>	<i>Mannar Thiruamalai Naicker College</i>	<i>2-2-2013</i>
15.	<i>"Impact of retail In India"</i>	<i>National Level</i>	<i>Retail trade in India</i>	<i>Thiagarajar College</i>	<i>16-3-2012</i>
16.	<i>"Financial Crises in India"</i>	<i>National Level</i>	<i>"Financial Crises in India"</i>	<i>Mannar Thirumalai Naicker College</i>	<i>6-1-2012</i>
17.	<i>"Emerging trends in Marketing Channels of DistributionDistributi on"</i>	<i>State Level</i>	<i>"Emerging trends in Marketing Channels of DistributionDistributi o n- An Over view"</i>	<i>Arul Anandar college</i>	<i>17-3-2010</i>
18.	<i>"Emerging Issues in Banking and Insurance Sector"</i>	<i>National Level</i>	<i>"Emerging Issues in Banking and Insurance Sector ,Insurance,Marketting"</i>	<i>S.Ramasamy Naidu Memorial College</i>	<i>4-3-2010</i>

VI Positions held at our college (MTNC):

S.No	Name of position	From	To
1.	<i>Head of the department of Commerce</i>		

2.	Head of the department of Commerce with Corporate secretaryship		
3.	Member of IQAC Criteria-III	2018 onwards	2021
4.	Member of Examination Committee	2008	2011
5.	Member of Womens Welfare Development Committee	2015	2019
6.	Convenor of Attendance Committee	2019	Till Date

VII FDP/Workshop Attended (other than MTNC):

S. No	Name of the Professional Development Programme	Date and No.of Days	Name and address of the Institution imparting training
1.	"Innovative Teaching Tehniques& Research Methology"	15.11.2021-20.11.2021	Sri RmakrishnaCollege of Arts & Science
2.	"People Management : Managing and Learning during uncertainties"	20.09.21-25.09.21	Ramaiah Instituteof Technology
3.	"Management perspective in Research,technology,Employment"	23.09.2021-25.09.2021	AyyaNadarJanakiAmmalCollege
4.	"English Literature-social Commitment &Management Lessons"	31.05.2021 - 01.06.2021	SivanandaSarma Memorial R.V.College
5.	"GST-REGISTRATION ,ASSESSMENTANDFILLINGOF RETURNS-PHASE-III"	02.11.2020 - 12.11.2020	Bharathiar UniversitySponsored by (RUSA)
6.	"Skill Development"	31.05.2020 - 01.06.2020	VELS School of Management Studies & Commerce
7.	SPSS	14.06.2020 - 15.06.2020	KalasalingamDeemed UNiverrrsity
8.	"The roll of EDUTECH in classroom teaching and Learning "	05.06.2020 - 11.06.2020	Annamalai University
9.	"Interpersonal Relationship"	11.06.2020	Prist Deemed University
10.	"Art of Writing Research Article in Hi - Indexed Journal"	29.04.2020 - 30.04.2020	Nehru Arts and Science College
11.	Goods & Services Tax (GST)	28.08.2018	SourashtraCollege

VIII 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.	<i>Faculty Development Programme</i>	<i>Faculty Development Programme on 21st Century Skills</i> -	<i>Mannar Thirumalai Naicker College</i>	<i>5th March 2020-</i>
2.	<i>State Level</i>	<i>Online National Faculty Development Programme</i>	<i>Mannar Thirumalai Naicker College, Madurai.</i>	<i>13.05.2020-19.05.2020</i>
3.	<i>Faculty Development Programme</i>	<i>Faculty Development Programme Quality Assurance and Sustenance in Higher Education</i>	<i>Mannar Thirumalai Naicker College</i>	<i>11th March 2020</i>
4.	<i>faculty development program</i>	<i>One Who Can Do, Teaches How to do ? and what to do?</i>	<i>Mannar Thirumalai Naicker College</i>	<i>8.MARCH 2019</i>
5.	<i>State Level</i>	<i>TECHNICALITIES OF WRITING RESEARCH</i>	<i>Mannar Thirumalai Naicker College</i>	<i>JUNE 2018</i>
6.	<i>International Workshop</i>	<i>ALGORITHMIC THINKING AND PROBLEM</i>	<i>Mannar Thirumalai Naicker College</i>	<i>JANUARY 2020</i>