

**Dr. V.Sundarraaj**  
Assistant Professor Department of  
Commerce

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## **I Academic Qualifications:**

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

- **University** : *Bharathiar University, Coimbatore*
- **Title** : *A Study on Perception of Customers and Employees about Technological Services of Public and Private Sector Commercial Banks in Virudhunagar District.*
- **Year** : *2020*

### **Master of Philosophy**

- **College** : *Sri S. Ramasamy Naidu Memorial College, Sattur.*
- **Title** : *A Study on Customers attitude towards Courier Service – With a special reference to Sivakasi Town*
- **Year** : *2009*

### **Post-Graduation**

- **College** : *Sri S. Ramasamy Naidu Memorial College, Sattur.*
- **Degree** : *Master of Commerce*
- **Year** : *2007*

### **Under Graduation:**

- **College** : *Sri S. Ramasamy Naidu Memorial College, Sattur.*
- **Year** : *2005*
- **Degree** : *Bachelor of Commerce*

## **II. Teaching Experience:**

- *Under-Graduate : 13 years*
- *2011-2024 worked as Assistant Professor Sri S. Ramasamy Naidu Memorial College (SF), Sattur.*
- *From 2024 has been Working as an Assistant Professor in Mannar Thirumalai Naicker College (SF), Madurai.*



### **Area of Specialization**

- *Corporate Accounting*
- *Income Tax*
- *Cost Accounting*
- *Banking*

### **III Awards & Achievements**

1. *Received the **Best Educationist Award** from Ameeraga Tamil Cultural Association-UAE and Dubai Tamil Sangam on 15<sup>th</sup> November 2019.*
2. *Qualified the **State Eligibility Test (SET) for Lectureship** conducted by Mother Theresa University, Kodaikanal in 2016*
3. *Won the **Second Prize in Quiz competition** in the Inter Collegiate Staff Meet was organized by Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi.*

### **IV Invited Talk**

1. *Delivered Guest Lecture on “Budget Review Meeting - 2023” Sri Kaliswari College, Sivakasi, 15<sup>th</sup> February 2023.*
2. *Delivered Guest Lecture on “Women Entrepreneurship” Mahatma Gandhi College of Arts & Science for Women, Solaiseri, 27<sup>th</sup> February 2020.*
3. *Delivered Guest Lecture on “Safe Diwali” Panchayat Elementary Scholl, Sattur, 25<sup>th</sup> October 2019.*
4. *Delivered Guest Lecture on “Consumer Awareness & Environment Awareness” Panchayat Union, Idaiseval, 26<sup>th</sup> April 2019.*

### **V Certificate Courses**

1. *Online Inter – Disciplinary Two-Weeks Refresher Certificate Course in “Managing Online Classes & Co- creating MOOCS 26.0” from 8<sup>th</sup> May to 22 May Organized by Teaching and Learning Center, Ramanujan College, University of Delhi.*
2. *Certificate Course in Accounting Software (2008), from TCPS I.T. Education, Sattur*
3. *Certificate Course in Diploma in office Management (2008), from TCPS I.T. Education, Sattur*
4. *Certificate Course in Tally, from TCPS I.T. Education, Sattur*
5. *Certificate Course in Salesmanship & Advertisement (2005), from Sri S.Ramasamy Naidu Memorial College*

## VI List of Publications

1. “A study on Impact of Social Media Marketing towards FMCG in Kovilpatti Taluk. *International Journal of Business and Economic Research* ISSN: 2455-3921 Volume 3, September 2024. Page No -130. URL ID: <http://drbgrpublications.in/>
2. “Perception of Employees towards Technological Difficulties in public and private sector commercial Banks – with special reference to Virudhunagar district, *International journal of The Maharaja Sayajirao University of Baroda*, ISSN: 0025-0422, Issue IV, Volume No.58 April 2024.
3. “A Descriptive Study on the Role of NRI in the Economic Development of India”. *Efflatounia under WEB of Science International Journal*, ISSN: 1110-8703, Issue 2, Volume 5 September 2021: 2923- 2931.
4. “Perception of Employee towards Traditional and Technological Banking Services of Public and Private Sector Commercial Banks in Virudhunagar District”. *ANVESAK National Journal* ISSN: 0378-4568, Issue No 2(V), Volume 51 July-December 2021: 143-147.
5. “Perception of Employees towards Impact on Technological Services in Banking Sector in Virudhunagar District of Tamil Nadu India”. *Shanlax International Journal P-ISSN No 2321- 788X, E- ISSN: 2582-0397 Special Issue No1, Vol.No-7 Impact Factor 3.025, November- 2019:30-35*
6. “A Study on Perception of Customers about technological Services of public sector Commercial banks in Virudhunagar District”. *An International Multidisciplinary Quarterly Research Journal- AJANTA* ISSN NO 2277-5730 Issue No II, Vol. No-VIII, Impact Factor 5.5, April – June 2019: 170-175
7. “A Study on Satisfaction of Customers on Technology Services of Public and Private Sector Commercial Banks in Virudhunagar district”. *Universal Review International Journal*, ISSN NO 2277-2723 Vol. 7 ISSUE XII, Impact Factor 5.7, December- 2018:1148 -1155
8. “A Study on Problems of Customers on Technology Services of Public and Private Sector Commercial Banks in India”. *Shanlax International Journal* ISSN 2320- 4168 vol. 5, NO. 1, January 2017: 98 – 105.

## **VII Conference Journals**

1. International conference “A study on Impact of Social Media Marketing towards FMCG in Kovilpatti Taluk. Held at VHNSN College Virudhunagar on July 2024
2. International Conference - “A Study on Satisfaction of Customers on Technology Services of Public and Private Sector Commercial Banks in Virudhunagar district” held at Sri S.Ramasamy Naidu Memorial College Sattur. On December 2018.
3. National Level Seminar- “Economic Growth Through Make in India” held at SriS.Ramasamy Naidu Memorial College Sattur. On March2017.
4. National Level Seminar- “Technological Development of Scheduled Commercial Banks in India- A Study” held at Sri Kaliswari College Sivakasi on March2016.
5. International Conference – “Comparison of technology product and Bank performance of Scheduled Commercial Banks in India” held at Adaikalamatha Institute of Management & Research on October 2015.
6. National Level Conference – “Paradigm in Services Sector in India”, held at Padmavani Arts and Science College for Women on 29<sup>th</sup> Aug 2015.
7. State level Seminar - “Banking Sector Reforms in India” held at St.Xavier’s College, Tirunelveli on March 2013.
8. State level Seminar- “Non-Performing Assets of Urban Co-Operative Banks” held at St.Xavier’s College, Tirunelveli on March 2013.

## **VIII Book**

1. **Customer Centric Techno-Computational Banking Service**, ISBN No 978-93-87229-56-3, Published by ABS BOOKS, Delhi on 2020

## **IX Paper presented at Symposia, Seminars and Workshops**

1. International Conference “Perception of Employees towards Technological Difficulties in public and private sector commercial Banks – with special reference to Virudhunagar district, TamilNadu” held at Mannar Thirumalai Naicker College (Autonomous), Madurai on 16<sup>th</sup> February 2024
2. International Conference- ““A Descriptive Study on the Role of NRI in the Economic Development of India” held at Karnataka Law Society and Vishwanathrad Deshpande Institute of Technology, Haliyal, India on 24 September 2021
3. National Conference – “Perception of Employees towards Traditional and Technological Banking Services of Public and Private Sector Commercial Banks in Virudhunagar District” held at Kodaikanal Christian College, Kodaikanal, on 22

September 2021.

4. *International Conference “Perception of Employees towards Impact on Technological Services in Banking Sector in Virudhunagar District of Tamil Nadu India” held at Dubai Tamilsangam Dubai November 2019.*
5. *State level Conference “Digital literacy and its Impact on Indian Economy” held at V.H.N. Senthilkumara Nadar College Virudhunagar on September 2019*
6. *International Conference - “A Study on Satisfaction of Customers on Technology Services of Public and Private Sector Commercial Banks in Virudhunagar district” held at Sri S.Ramasamy Naidu Memorial College Sattur. On December 2018.*
7. *International Level Seminar- “A study on problems of customers on Technology services of public and private sector commercial banks in virudhunagar district” held at Sri S.Ramasamy Naidu Memorial College Sattur. On February 2018.*
8. *National Level Seminar- “Economic Growth Through Make in India” held at Sri S.Ramasamy Naidu Memorial College Sattur. On March 2017.*
9. *National Level Seminar- “Technological Development of Scheduled Commercial Banks in India- A Study” held at Sri Kaliswari College Sivakasi on March 2016.*
10. *International Conference – “Comparison of technology product and Bank performance of Scheduled Commercial Banks in India” held at Adaikalamatha Institute of Management & Research on October 2015.*
11. *National Level Conference – “Paradigm in Services Sector in India”, held at Padmavani Arts and Science College for Women on 29<sup>th</sup> Aug 2015.*
12. *State level Seminar - “Banking Sector Reforms in India” held at St.Xavier’s College, Tirunelveli on March 2013.*
13. *State level Seminar- “Non-Performing Assets of Urban Co-Operative Banks” held at St.Xavier’s College, Tirunelveli on March 2013.*
14. *International Level Conference- “Banking Sector Reforms in Regional Rural Banks” held at Sri Ganesh School of Business Management, Salem on Feb 2013.*
15. *International Level Conference- “Business Process Outsourcing in India- Future Challenges and Strategies. held at Sri Kaliswari College, Sivakasi on 14<sup>th</sup> & 15<sup>th</sup> Feb 2012.*
16. *State level seminar- “E-Banking” held at Ayya Nadar Janaki Ammal College, Sivakasi on March 2011.*
17. *National level Seminar- “Mobile Technology – A tool for Banking Services” held at Sri Vidyasagar College of Arts and Science, Udumalpet on February 2011.*

18. *State level Seminar- “Structure of Indian Organized Retail Sector” held at Sadakathullah Appa College, Tirunelveli on March 2009*
19. *National level Seminar- “CRM AN Over View “held at Providence College for Women Coonoor on August 2008*

#### **X Participation at Symposia, Seminars and Workshops**

1. *Research Methods in Commerce organized by Post Graduate and Research Department of Commerce, Sri S. Ramasamy Naidu Memorial College Sattur on 29<sup>th</sup> February 2012*
2. *Research Methodology, Social Entrepreneurship & ICT Application” 22<sup>nd</sup> & 23<sup>rd</sup> August 2013 held at Pondicherry University, Puduchery .*
3. *Orientation Program organized by the IQAC of Sri S. Ramasamy Naidu Memorial College (Autonomous), Sattur on 23<sup>rd</sup> October, 2013.*
4. *Re-training Program organized by the IQAC of Sri S. Ramasamy Naidu Memorial College (Autonomous), Sattur on 11<sup>th</sup> January, 2014.*
5. *Re-training Program organized by the IQAC of Sri S. Ramasamy Naidu Memorial College (Autonomous), Sattur on 4<sup>th</sup> March, 2014.*
6. **Participated in Teachers Refresher’s Camp on July 2015 organized by the Ramakrishna Saratha Asharam, Konampatti, Sivakasi.**
7. *Re-training Program organized by the IQAC of Sri S. Ramasamy Naidu Memorial College (Autonomous), Sattur on 29<sup>th</sup> October, 2015.*
8. *Re-training Program organized by the IQAC of Sri S. Ramasamy Naidu Memorial College (Autonomous), Sattur on 19<sup>th</sup> March, 2016.*
9. *Application of SPSS for Research organized by PG and Research Department Of Commerce Sri s. Ramasamy Naidu Memorial College Sattur on 25<sup>th</sup> January 2017.*
10. *Re-training program organized by the IQAC of Sri S. Ramasamy Naidu Memorial College (Autonomous), Sattur on 29<sup>th</sup> July 2018.*
11. *National Level Workshop - “Intellectual Property Rights” Organized by Sri S. Ramasamy Naidu Memorial College (Autonomous), Sattur July 18<sup>th</sup> & 19<sup>th</sup> 2019.*
12. *State Level Faculty Development Program - “TALLY ERP 9.0” Organized by G.Venkatasamy Naidu College, Kovilpatti on July 20<sup>th</sup> 2019.*
13. *State Level Workshop – “Youth Convention –Tamilnadu” Organized by Ramakrishna Mission Vidyalaya on Nov 29,30& Dec 1 2019.*
14. *National Level Seminar –A Paradigm Shift to Outcome Based Higher Education: Policies, Principles and Preparation” Organized by Sri S. Ramasamy Naidu Memorial College (Autonomous), Sattur on 13<sup>th</sup> December 2019.*
15. *State Level Faculty Development Program – “Financial Management Accounting and Communication for Business” organized by Kalasalingam Business School, Krishnankovil on 23<sup>rd</sup> and 24<sup>th</sup> December 2019.*

*16. National Level Conference - "Corporate Sustainability-Problems and Prospects"  
Organized by G.Venkatasamy Naidu College, Kovilpatti on 20<sup>th</sup> Feb 2020.*

*17. National Level Faculty Development Programme – "The Art of Writing and  
Publishing Research Paper in Reputed Journal S.S.Duraisamy Nadar Mariammal  
College, Kovilpatti on 22nd Feb 2020.*

18. Quantitative Analysis and Interpretation Using SPSS and AMOS  
organized by PG and Research Department of Commerce, Mannar Thirumalai  
Naicker College (Autonomous) Madurai on 4<sup>th</sup> & 5<sup>th</sup> January 2024.

## **XI Online Faculty Development Program**

1. *A Six days virtual Online Faculty Development Program on “Disruptive Pedagogies for Instructional innovation in Higher Education” Organized by Department of Commerce, Bon Secours College for Women Thanjavur from 25.05.2023 to 30.05.2023.*
2. *The Two Weeks International Online Faculty Development Program on “Digital Initiatives for Higher Education” Organized by SWAYAM NPTEL Local chapter G.Venkatasamy Naidu College, Kovilpatti on 04-June to 17 –June2020.*
3. *A Seven Days Online Faculty Development Program on “Effective Learning and Teaching Methods of Business Practices” Organized by the Kalasalingam Business School, Krisnankovil, from 19.05.2020 to 25.05.2020.*
4. *A Six Days Online Faculty Development Program on “Challenges in Higher Education during post Covid -19” Organized by Kovai Klaimagal College of Arts and Science Coimbatore, from 18.05.2020 to 23.05.2020.*
5. *A Seven Days National Level Online Faculty Development Program on “Upcoming Strategies in Business Arena in the Wake of Pandemic – An Industry 4-0 Perspective” Organized by Rathinavel Subramaniam College of Arts and Science, Coimbatore, from 11.05.2020 to 17.05.2020.*
6. *A Three Days National Level Online Faculty Development Program on “Recent Trends in Artificial Intelligence and Impact on Teaching Professionals” Organized by Rathinavel Subramaniam College of Arts and Science, Coimbatore, from 22.05.2020 to 24.05.2020.*
7. *A Five Days Online Faculty Development Program on “Moodle learning Management System” Organized by G.Venkatasamy Naidu College, Kovilpatti association with Spoken Tutorial, IIT Bombay from 04-June to 17 –June 2020.*

## **XII SWAYAM-NPTEL**

### **Course Completed**

1. Completed NPTEL course on **Entrepreneurship and IP Strategy** Offered by **IIT Kharagpur.**
2. Completed NPTEL course on **Management Accounting** Offered by **IIT Roorkee.**
3. Completed NPTEL course on **Financial Accounting** Offered by **IIT Mandi.**
4. Completed NPTEL course on **Marketing Management** Offered by **IIT Kanpur.**
5. Completed NPTEL course on **AI in Marketing** offered by **IIT Roorkee.**

## **XIII Extra-Curricular Activitiесе**





1. *Teaching Certificate Course about 'Gandhian Thoughts'*
2. *Member of College Fine Arts Team, Quiz Club*
3. *Participated Ten Days NSS Camp held at Chinnakkamanpatti village from 24.12.2003 to 02.01.2004*

*Participated Five Days Citizenship Training Camp held at Mettamalai Village from 24.12.2009 to 02.01.2010*