

RESUME

Name : Dr. R.BHUVANENDIRAN

Age and Date of birth : 50 years 06.04.1972

Religion and Nationality : Hindu, Indian

Community : Hindu, Sozhia Vellala (BC)

Designation : Assistant Professor & Head, Dept.of Commerce
(Professional Accounting)

Office Address : G.T.N Arts College,
Dindigul– 624 005, Tamilnadu
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Residential Address : Manthiri's Illam, Near Nagammal temple,
Mahalakshmi Nagar II Sector, Trichy road,
Dindigul– 624 005, Tamilnadu
Mobile: 9994042141

Permanent Address : S/o K.P.S.M. Rajendran
Adalur (Post)
Perumparai (Via)
Dindigul– 624 212, Tamilnadu

Educational Qualification : M.Com., M.Phil., PGDCA., Ph.D.

Examination Passed	Month & Year	Subject	Percentage	Class	University
B.Com.	Apr'92	Commerce	59.00	II	G.T.N. Arts College, Madurai Kamaraj University
M.Com.	Apr'94	Commerce	70.56	I	G.T.N. Arts College, Madurai Kamaraj University
M.Phil.	Apr'95	Commerce	71.00	I	Madurai Kamaraj University (Regular)
Ph.D.	Dec'08	Commerce			Madurai Kamaraj University
PGDCA.	Mar'04	Computer	60.00	I	Alagappa University

Teaching Experience : **25 + Years**

a. Under Graduate : 25 +Years

b. Post Graduate : 22 Years

c. Research	:	14 Years
Publication	:	Articles - 7
M.Phil. guided	:	35

Employment history

Nadar Saraswathy College of Arts and Science, Theni	19.08.1996 to 10.01.2000	3 years & 4 Months
Ramaprabha College of Arts and Science, Dindigul.	19.06.2000 to 31.05.2007	7 years
G.T.N Arts College , Dindigul.	01.06.2007 to 09.09.2010	3 years & 3 Months
Ramaprabha College of Arts and Science, Dindigul.	16.06.2011 to 31.05.2014	3 years
Parvathy's Arts and Science College Dindigul.	From 01.06.2015 to 31.08.2017	2 years & 3 Months
Ramaprabha College of Arts and Science, Dindigul.	1.10.2017 to 30.11.2018	1 year & 1 month
Parvathy's Arts and Science College Dindigul	01.12.2018 to 30.11.2022	4 Years

Paper presentation Workshops, Seminars & Conferences:

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- Participated in a seminar on 'Emerging trends in Stock Exchange' organized by the Department of Commerce with Computer Applications, Fatima College (Autonomous), Madurai on 20th March 2003.
- Participated in the State level seminar on "The procedure for NAAC Accreditation" held at Rev. Jacob Memorial Christian College, Ambilikkai on 4th December.2004.
- Participated in the one day seminar on 'Impact of Globalisation on Key Sectors' organized by the PG & Research Department of Commerce, G.T.N. Arts College, Dindigul on 28th March 2005.
- Participated in the one-day state level workshop for research scholars of Commerce and Management on 'Application of Statistical Tools for Research' held on 8th October 2005 at G.T.N. Arts College, Dindigul.
- Presented a paper on "Need for Redesigning Commerce Curriculum" at the International Commerce on 'Socially Relevant Higher Education in India' sponsored by ICSSR and organized by the Cardamom Planters' Association College, Bodinayakanur on 21st, 22nd and 23rd February 2006.
- Presented a paper on "Knowledge Process Outsourcing and CRM" at the National Level Seminar on 'Customer Relationship Management' organized by the Department of Commerce, The American College (Autonomous), Madurai on March 1st 2006.

- Presented a paper on “Rural Women Micro enterprises –Problem and Prospects” at the UGC Sponsored State Level seminar on ‘Rural Entrepreneurship- Changes and Challenges’ organized by the Department of Economics, Nadar Mahajana Sangam S.Vellaichamy Nadar College, Madurai on 13th and 14th March, 2006.

- Participated in the one-day workshop on “Tools for Business Data Analysis - SPSS Applications in Social Science Research” held at Shanmuga Arts, Science, Technology & Research Academy (SASTRA), Tanjavur on 29th March.2008.

Publications:

- A research paper on “Coffee Plantation in Shevaroy's coffee District” is published in Kisan World, May 2005.

Successful Guidance - M.Phil:

“Attrition Of Employees in IT and ITES Industry in Chennai” by A.Selvam, Department of Commerce, Directorate of Distance Education, Madurai Kamaraj University, Madurai. November 2009.

“A Study on Customer Satisfaction Towards CRM in KVB At Dindigul” by G.Vinothini, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, March 2010.

“A Study on Attitude of Policy Holders of LIC of India, Dindigul Division”, by J.Poulina, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May 2010.

“A Study on Absenteeism of Employees In Chittinad Cement Corporation” by M.Violet Roslin, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May 2010.

“Job Attitude of Bank Employees-With Special Reference Lakshmi Vilas Bank Limited” by M.Jothimani, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May 2010.

“A Study on Net Banking with Special Reference to ICICI Bank” by P.Jim linda, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May 2010.

“A Study on Brand Preference of Mobile Phone in Dindigul” by A. Kavitha, Post Graduate and Research Department of Commerce, G.T.N.Arts College, Dindigul, May 2010.

“Attitude among Women Policy Holders towards Life Insurance in Dindigul City” by T.Ravikumar. Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May 2011.

“A Study On Investors Attitude With Reference To Equity/Growth fund offered by HDFC Mutual Fund” by M.Manjula Devi, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May 2011.

“A Study on Workers’ Satisfaction on Work Environment In Naga Limited, Dindigul” by A.Ramani, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May 2011.

“Quality of Worklife of Employees in Gainup India (P) Ltd” by T.Purushothaman, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, June-2012

“Status And Satisfaction of Coffee Plantation Workers In Pulneys” by C.Rohini Department of Commerce, Madurai Kamaraj University evening College, Dindigul, June-2012.

“Consumer Satisfaction towards Savorit Products- A study” by R.Kalarani Department of Commerce, Madurai Kamaraj University evening College, Dindigul, June-2012.

“A Study on the Impact of Stress Level Among the Employee’s in IT Sector in Chennai City [A Study with Special Reference to major IT companies in Chennai city]” by S.Uma Maheswari Department of Commerce, Madurai Kamaraj University evening College, Dindigul, June-2012.

“Quality Of Worklife Of Employees In Gainup India (P) Ltd” By T.Purushothaman, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, June -2012

“A study on Financial performance of Dalmia Cements” by P.Ananda kumar Department of Commerce, Madurai Kamaraj University evening College, Dindigul, September-2012.

“A Study on the Financial Performance of Ashok Leyland” By M.Sathya, Department of Commerce, Madurai Kamaraj University evening College, Dindigul April-2013.

“A Study on Satisfaction of Green Products In Dindigul” by T.Rathika, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, April-2014.

“A Study Of Consumer Behaviour On Milk Products In Dindigul” By M.Sivakumar, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May-2014

“A Study On Consumer Satisfaction Of Tally Accounting Packages In Dindigul”, by D. Barani Devi, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, April-2014.

“Consumer Preference Towards Rajmilk In Dindigul” submitted by K.Ashtalakshmi, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, April - 2014.

“Problems and Prospects of Sericulture Farmers in Dindigul” by C.Vellai Kutty, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May - 2014.

“Consumer Satisfaction towards Washing Machines with Special reference to Videocon” by S.Amala dass Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May-2014.

“Attitude towards policy holders towards the policies of Bajaj Allianz Life Insurance” by L.kasim, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May - 2014.

“A Study On Consumer Satisfaction Towards Khadi And Village Industry Products In Dindigul District” by Tamilarasi, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May - 2014.

“A Study on The Saving Pattern Among The College Students In Dindigul – A Kap Study” by A.Joes Fernando D’ Cruz, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, September-2014.

“A study on Job Satisfaction of Nurses in Private Hospitals at Dindigul” by K.Manimegalai, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May - 2015.

“A study on readers satisfaction towards Dinamalar news paper at Dindigul” by J.Jayanthi Sophia, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May - 2015.

“Consumer Preference Towards KC Milk In Dindigul” , C.Hema, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, April-2016.

“A Study On Marketing Of Flowers In Dindigul District”, By Sripriya, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May-2016,

“A Study On Production And Marketing Of Oranges In Dindigul District”, by C.Sugumararn, Department of Commerce, Parvathy’s Arts & Science College, Dindigul, May - 2016

“Attitude on online shopping among the Arts & Science College Students in Dindigul” by N.Rajakumari, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May - 2017.

“Attitude among women policy holders towards Life insurance in Dindigul City” by S.Anusaya, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, May - 2017.

“A Study on Financial Performance of Selected Cement Industries in Tamilnadu, Department of Commerce, Parvathy’s Arts & Science College, Dindigul, June - 2017.

“A study on readers satisfaction towards Tamil News Paper with reference to Dinakaran” by N.Veluchamy, Department of Commerce, Madurai Kamaraj University evening College, Dindigul, October - 2017.

Books:

- “Research Methodology”- The main objective of this book is to tailor its approach, subject matter and presentation in accordance with the requirements of students and research scholars.
- “Insurance Marketing Management” This book is intended to serve as a basic for students and financial advisors in insurance companies regarding the marketing management of insurance products.
- “Business Environment” This book is intended to serve as a basic for students regarding the business environment.

I hereby declare that all statements made in this resume are true, complete and correct to the best of my knowledge and belief.

R.BHUVANENDIRAN