

Faculty Profile



Name : Mr. S. MOHANRAJ
Designation : Assistant Professor (T)
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Tiruppur – 638751.
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Date of Joining in Collegiate Education : 18/10/2022
Date of Joining in the Present College : 18/10/2022
Academic Profile :

Degree	Institute/College	University	Period
Ph.D.	Chikkanna Government Arts College – Tiruppur.	Bharathiar University – Coimbatore.	2019 – 2022 (Synopsis Submitted)
M.Com.	Chikkanna Government Arts College – Tiruppur.	Bharathiar University – Coimbatore.	2018
B.Com.	Chikkanna Government Arts College – Tiruppur.	Bharathiar University – Coimbatore.	2016

Teaching Experience :
i) **Total** : **YearsMonth**
ii) **UG** : 1 Year 3 Months
iii) **PG** : Years 9 Months

Name of the college	Position held	Period
Chikkanna Government Arts College, Tiruppur – 02.	Assistant Professor (Temporary)	18/10/2022 to Till Date.

Honors and Research Awards :

Field of Interest

- i) **Teaching** : Marketing and Accountancy
 ii) **Research** : Marketing
 iii) **Proficiency in instrumentation** :

Research Guidance

Guidance Number :

(If have more than one university, given them against university name)

S. No	M.Phil./ Ph.D.	Name of the Student	Thesis Title	Completed/ongoing

Funded Projects :

Membership in Professional Bodies :

S. No	Name of the Professional Body	Membership Detail with Number

Research Publications :

i) **Research Papers** :

S.No.	Paper Title	Journal	ISSN	Volume & Issue	Date & Year of Publication (URL)
1	A Study of Promoting Customers Relationship Management In Small, Medium, Large Types of Business Organisation	International Journal of Creative Research Thoughts	2320 - 2882	Volume 8, Issue 9	01-09-2020 http://ijcrt.org/viewfull.php?p_id=IJCRT2009093
2	Marketing Surgical Equipment's Potentials In India	International Journal of Creative Research Thoughts	2320 - 2882	Volume 9, Issue 11	13-11-2021 http://www.ijcrt.org/papers/IJCRT2111202.pdf
3	An Overview Of India's Surgical Devices & Equipment Marketing During Corona Pandemic Period	Journal of The Asiatic Society of Mumbai	0972 - 0766	Volume:XCIV, Issue:04	2021 Printed Journal

ii) **Book/Book Chapters** :

iii) Patent :

National and International Conferences : Attach separate list (Annexure – II)

i) Participated : 4

ii) Paper Presented : 4

iii) Poster Presented :

Annexure – II

S.No.	Institution	Topic	Presented / Participated	Period		Level
				From	To	
1	KSG College Of Arts & Science, Coimbatore.	Training, Development And Emerging Trends In Talent Management	Presented	03-10-2019	-	International
2	Chikkanna Government Arts College, Tiruppur.	Tamil Nadu State Council For Science And Technology (TNSCST)	Participated	20-12-2019	-	State
3	Bharathiar University, Coimbatore.	Financial Inclusion: Creation Value for Banks and Boosting Economic Growth - A Brief Explanation About Indian Post Payment Bank	Presented	06-01-2020	08-01-2020	National (ICSSR Sponsored)
4	Rathinam College Of Arts And Science, Coimbatore	A Study Of Promoting Customers Relationship Management In Small, Medium, Large Types Of Business Organisation	Presented	02-03-2020	-	International
5	Tiruppur Kumaran College For Women, Tiruppur.	"Digital Transformation In Business Landscape" (NSDTBL 2020)	Participated	05-03-2020	-	National

6	St. Joseph's College For Women, Tiruppur.	Intellectual Property Rights	Participated	07-03-2020	-	State
7	Valluvar College Of Science And Management, Madurai.	Economic Development Through Entrepreneurs In Rural Areas	Presented	12-03-2021	13-03-2021	International
8	Chikkanna Government Arts College, Tiruppur.	'AI Based Tools for Scientific Writing in Research'	Participated	25-08-2023	-	National

Conference/Seminars Organized :

Workshop attended : 3

S.No.	Institution	Topic	Presented / Participated	Date		Level
				From	To	
1	Kaamadhenu Arts And Science College, Sathyamangalam.	GST Academy Of Excellence "GST - 2020"	Participated	14-02-2020	-	National
2	PSG College Of Techonology GRD Memorial Library, Coimbatore.	"E- Resources For Teaching, Learning And Research"	Participated	13-03-2020	-	TEQIP III Sponsored
3	Alagappa University, Karaikudi.	"Research Methodology Course"	Participated	30-03-2022	08-04-2022	National (ICSSR Sponsored)

Resource Person/Invited Lectures :

Faculty Development Programs Attended :

Course	University/Institute	Subject	Period

Academic Activities :

- i) Subject Handled** : Business Research Methods / Marketing of Health Services
- ii) Class Advisor** : II M.Com.
- iii) Special Coaching** :
- iv) Student Community Beneficial Activities** :
- v) Co-curricular and extracurricular activities**

Professional Activities :

- i) Reviewer**
- ii) Board of Studies/UR**
- iii) Examiner/Scrutiny**
- iv) Senate/Syndicate**

National/ International Collaborations :