

## Faculty Profile



**Name** : Dr.N.Raja  
**Designation** : ASSISTANT PROFESSOR OF COMMERCE  
**Address** : 11, Sri Krishna Garden Singanallur,  
Coimbatore-15  
**Contact Number** : 94443059691  
**Email ID** : rajalathasusmi@gmail.com  
**Date of Joining in Collegiate Education** : 09.08.1993  
**Date of Joining in the Present College** : 08.07.2013  
**Academic Profile** :

<b>Degree</b>	<b>Institute/College</b>	<b>University</b>	<b>Period</b>
B.Com.	PSG College of Arts and Science	BHARATHIAR UNIVERSITY	1987
M.Com.	PSG COLLEGE OF ARTS AND SCIENCE	BHARATHIAR UNIVERSITY	1989
M.Phil.	PSG COLLEGE OF ARTS AND SCIENCE	BHARATHIAR UNIVERSITY	1992
PGDCA	BHARATHIAR UNIVERSITY	BHARATHIAR UNIVERSITY	2001
Ph.D.	CMS COLLEGE OF SCIENCE AND COMMERCE COIMBATORE	BHARATHIAR UNIVERSITY	2009

**Teaching Experience** :  
i) **Total** : **YearsMonth**

- ii) UG : 30 years 06 Months  
 iii) PG : 30Years

Name of the college	Position held	Period
CMS College of Science and Commerce , Coimbatore	HOD OF COMMERCE	09-08-1993 to 27-02-2011
Government Arts College, Ooty.	Assistant Professor	28-02-2011 to 06-08-2013
Chikkanna Government Arts College, Tirupur	Assistant Professor	07-08-2013 to till date

**Honors and Research Awards** :

**Field of Interest** :

- i) **Teaching** : Marketing, Banking, International business and Information technology.  
 ii) **Research** : Marketing, Human resource  
 iii) **Proficiency in instrumentation** :

**RESEARCH GUIDANCE:**

**For M.Phil., Ph.D., GUIDANCE NO:  
 25384/A2/2010**

**RESEARCH GUIDANCE in M.Phil./Ph.D,**

DEGREE	NAME OF THE RESEARCH SCHOLAR	TOPIC	UNIVERSITY	YEAR OF AWARD
Ph.D./P/T	D.VANITHA	MARKETING	BHARATHIYA RUNIVERSITY	2017
Ph.D./P/T	S.DEVIPRIYA	MARKETING	BHARATHIYAR UNIVERSITY	2019
Ph.D./P/T	S.BABY	MARKETING	BHARATHIYAR UNIVERSITY	2019
Ph.D./P/T	C.KARTHIK	HUMAN RESOURC E	BHARATHIYA RUNIVERSITY	2019
Ph.D./F/T	J.DAVIDRAJ	INTERNATIONA LMARKETING	BHARATHIYA RUNIVERSITY	ONGOING

**Funded Projects** :

**Membership in Professional Bodies** :

S. No	Name of the Professional Body	Membership Detail with Number
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### RESEARCH PAPERS: (ABSTRACTS)

1. National level seminar on “Role of MNC in Financial Sector, Dept, of commerce CMS College of Science and Commerce Coimbatore on march 13 2004.
2. National Conference on “ India’s burgeoning foreign exchange resource CMS College of Science and Commerce Coimbatore on December 2 and 3<sup>rd</sup> 2005.
3. Global youth summit OISCA – International south Indian chapter Coimbatore in international seminar on “Nurture Nature for future ”- CMS College of Science and Commerce Coimbatore on December 8 to 10 2006.
4. NAAC Sponsored national level seminar on “ Curriculum innovation and Quality improvement in higher education ” internal quality assurance cell, Khadir Mohideen college, Adirampattinam on 3<sup>rd</sup> and 4<sup>th</sup> march 2007.
5. National level seminar on “ key areas to protect consumer rights in India” Sponsored by the Indian Institute of public administration, New delhi organized by Khadir Mohideen college, Adirampattinam on 21<sup>st</sup> and 22<sup>nd</sup> Feb 2009.
6. International conference on “ Marketing of health insurance policies a comparitive study on public and private Insurance companies in Coimbatore, City. Purathchi Thalavi Amma Government Arts and Science College, Palladam on 30.08.2023.

### ORIENTATION/REFRESHER AND FACULTY DEVELOPMENT PROGRAMME:

Sl. No.	COURSE	UNIVERSITY /INSTITUTE	SUBJECT	PERIOD
1	Orientation Programme	Academic staff college university of Madras – Chennai.	COMMERCE	04-05-2011 to 02-06-2011
2	Refresher Course	Academic staff college Bharathiar university Coimbatore.	COMMERCE	15-05-2013 to 04-06-2013
3.	Refresher Course	UGC HRDC Bharathiar university Coimbatore	COMMERCE	10-12-2020 to 23-12-2020
4.	Refresher Course	UGC HRDC Bharathiar university Coimbatore	Environmental Studies (multidisciplinary)	22.11.2022 to 05.12.2022
5	FACULTY DEVELOPMENT PROGRAMME	Train the Trainer Program on Digital	Conducted by Naan Mudhalvan (Microsoft)	28.08.2023 to 01.09.2023

		Productivity and AI fluency		
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## **ACADEMIC ACTIVITIES:**

- i. Subject handled : DBMS, Internet and E-Commerce, International Business**
- ii. Class Adviser : II – B.Com (CA)**
- iii. Special Coaching :**
- iv. Student Community Beneficial Activities: CLP Coordinator**
- v. Co- curricular and extracurricular activities**

### Professional activities:

- i. Reviewer: UG/ PG Board of Commerce
- ii. Board of studies/UR : Acted as Chair person in UG and PG
- iii. Examiner / Scrutiny : Chief Examiner/ Chair Person in UG and PG
- iv. Senate/ Syndicate: NIL