

RESUME



Name : Dr.V.DAVID RAJ
Designation : Assistant Professor
Department : B.Com (Honours)
Address : St. Xavier's College (Autonomous), Palayamkottai.

PERSONAL DETAILS

Date of Birth : 31-10-1987
Qualification : M.Com, M.Phil, Ph.D.
Designation : Assistant Professor
Department : B.Com Honours
Community : BC
Religion : Christian
Nationality : Indian
Mobile : 9843569324
Email ID : davidrajgam@gmail.com
Address : 02/896, Om Sakthi Nagar, 3rd Street, Palani Road By-Pass,
Kottapatti(Po), Dindigul – 624002.

ACADEMIC QUALIFICATIONS

| Degree | Specialization | College | University | Year of Passing |
|---------------|-----------------------|-------------------------------|-------------------------------|------------------------|
| B.Com. | Commerce | GTN Arts College, Dindigul | Madurai Kamaraj University | 2008 |
| M.Com. | Commerce | MKU College, Dindigul | Madurai Kamaraj University | 2010 |
| M.Phil. | Commerce | GTN Arts College, Dindigul | Madurai Kamaraj University | 2011 |
| Ph.D. | Commerce | MTN College, Madurai | Madurai Kamaraj University | 2017 |

ACADEMIC IDENTITY

| | |
|----------------------------|---------------------|
| *VIDWAN ID | 101077 |
| *ORCID ID | 0000-0002-3942-0534 |
| *SCOPUS ID | - |
| *RESEARCHER ID/ PUBLONS ID | GPF-5315-2022 |
| *GOOGLE SCHOLAR LINK | - |

TEACHING EXPERIENCE

| | |
|----------------------------|--|
| Date of Appointment | 19.06.2024 |
| Date of Retirement | 31.10.2047 |
| Teaching Experience | UG -13 |
| | PG -3 |
| | M.Phil.- Nil |
| Research | Guided M Phil- Nil: Guided Ph D - Nil: Guiding Ph Scholar:- Nil |

| COURSES/CLASSES TAUGHT | NAME OF THE INSTITUTIONS | DURATION | | Years |
|--|--|------------|------------|-------|
| | | From | To | |
| Commerce (Financial Accounting, Cost Accounting , Income Tax, Banking , HRM) | Sri Hayagreeva Arts and Science College, Dindigul. | 02.01.2011 | 31.12.2011 | 1.0 |
| Commerce (Financial Accounting, Cost Accounting , Income Tax, Banking, HRM, EDP, International Trade) | Sacred Heart College, Dindigul. | 03.07.2012 | 17.06.2018 | 6.0 |
| Commerce (CS) (Company Law, Income Tax, Financial Accounting, Corporate governance, GST) | St.Xaviers College (Autonomous), Palayamkottai. | 18.06.2018 | 17.07.2022 | 4.0 |
| Commerce (Financial Accounting, Marketing, Banking, Auditing, Income Tax) | St.Xaviers College (Autonomous), Palayamkottai. | 18.07.2022 | 13.06.2023 | 1.0 |
| Commerce (Auditing, Financial Accounting, Logistics) | Loyola College(Autonomous) | 18.06.2023 | 21.11.2023 | 0.6 |
| Commerce (Auditing, Business Environment, Marketing) | G.T.N.Arts College(Autonomous) | 01.12.2023 | 31.05.2023 | 0.6 |
| B.Com Honours (Financial Accounting, Business Economics) | St.Xaviers College (Autonomous), Palayamkottai. | 19.06.2024 | - | |

AWARDS RECEIVED

| | |
|----|--------------------------|
| 1. | Best Teacher Award(2016) |
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| ADMINISTRATIVE EXPERIENCE | | | |
|----------------------------------|--------------------|---------------------|-------------|
| S. No | DESIGNATION | INSTITUTIONS | YEAR |
| - | - | - | - |
| MEMBERSHIP | | | |
| S. No | Designation | Particulars | |
| - | - | - | |
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ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE ()

| S. No | Name of the Training | Name of the Sponsoring Agency | Place and Date |
|--------------|-----------------------------|--|---|
| 1 | Orientation | Jesuit higher education Commission | Trichy, 11&12.06.2018 |
| 2 | FDP | Mary Matha college of Arts and Science | Theni, 06.06.2020 |
| 3 | FDP | Rathinam College of Arts and Science | Coimbatore, 11.05.2020 |
| 4 | FDP | Bharath institute of Higher Education | Chennai, 15.05.2020 |
| 5 | FDP | Idhaya College of Women | Trichy, 14&15.05.2020 |
| 6 | FDP | Pioneer Kumaraswamy College | Tirunelveli, 16.05.2020 |
| 7 | FDP | Rathinam College of Arts and Science | Coimbatore, 16.05.2020 |
| 8 | FDP | Nehru Institute of Management Studies | Coimbatore, 17.05.2020 |
| 9 | FDP | Patrician College of Arts and Science | Chennai, 16&17.05.2020 |
| 10 | FDP | Patrician College of Arts and Science | Tirunelveli, 18.05.2020 |
| 11 | FDP | Kalasalingam Academy of Research | Sankarankovil, 19.05.2020 to 25.05.2020 |
| 12 | Online Course | Ayya Nadar Janaki Ammal College | Sivakasi, 18 & 19.05.2020 |
| 13 | FDP | The New College(Autonomous) | Chennai, 27.05.2020 |
| 14 | FDP | Rajapalayam Raju's College | Rajapalayam, 05.06.2020 |
| 15 | FDP | Patrician College of Arts and Science | Chennai, 10 to 14.05.2020 |
| 16 | Online Course | VHNSN College | Virudunagar, 11&13.06.2020 |
| 17 | FDP | Rajapalayam Raju's College | Rajapalayam, 12.06.2020 |
| 18 | FDP | Dr.SNR Rajalakshmi College of Arts and Science | Coimbatore, 17.06.2020 |
| 19 | Orientation | IQAC, St.Xavier's College | Palayamkottai, 15&16.07.2022 |
| 20 | FDP | Ramunujam College, Delhi | Delhi ,20.06.2022 to 19.07.2022 |
| 21 | FEP | IQAC, St.Xavier's College | Palayamkottai,23.07.2022 |

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| 22 | FDP | Loyola College(Autonomous) | Chennai,15 – 17/06/2023 |
| 23 | FDP | Loyola College(Autonomous) | Chennai, July(17-29) 2023 |
| 24 | Induction | Jesuit higher education commission, Madurai | Kodaikanal, June(2-5) 2024 |
| 25 | Orientation | IQAC, St.Xavier's College | Palayamkottai, 29 June & 6 July 2024 |

DETAILS OF RESEARCH WORK

| Research Stages | Title of the Thesis | University where the work was carried out |
|-----------------|---|---|
| Ph.D Completed | A Study On Satisfaction Of Customers Towards Packaged Drinking Water In Dindigul District | Madurai Kamaraj University(2017) |

AREAS OF RESEARCH

Marketing

RESEARCH PROJECTS CARRIED OUT

| S. No | Title of the Project (Minor) | Name of the Funding Agency & Amount | Duration |
|-------|------------------------------|-------------------------------------|----------|
| - | - | - | - |

PUBLICATIONS

| BOOKS | BOOK CHAPTERS | SCOPUS | WEB OF SCIENCE | UGC LISTED |
|---------------|----------------------|---|--|------------|
| | | | | |
| OTHER INDEXED | AS A RESOURCE PERSON | PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS | WEBINARS, SEMINARS, WORKSHOPS ATTENDED | |
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PUBLICATIONS: BOOKS ()

| S. No | Title of the Book | Publication | Year |
|-------|-------------------|-------------|------|
| - | - | - | - |

| BOOK CHAPTERS (0) | | | |
|--------------------------|---------------------------|-------------------------|------------------------|
| S. No | Title of the Paper | Name of the Book | ISSN No., Pg.No |
| - | - | - | - |

| PUBLICATIONS: SCOPUS INDEXED JOURNALS (2) WEB OF SCIENCE (2) | | | |
|---|---|--|--|
| S. No | Title of the Paper | Name of the Journal | ISSN No., Volume, Issue, Impact factor & Pg. No |
| 1 | A Study on Satisfaction of Customers on Online Shopping in Dindigul Town | Journal of Xi'an Shiyu University, Natural Science Edition | ISSN: 1673-064X.Vol:17, Issue: 08, August 2021 |
| 2 | A Study on Customer's Satisfaction on Various Brands of Smart TV In Dindigul City | Journal of Xidian University | ISSN: 1001-2400.Vol:15, Issue: 08, August 2021 |
| 3 | A Study on Investors Perception towards Investment in Futures and Options Market | Gedrag & Organisatie | ISSN: 0921-5077.Vol:34, Issue: 03, September 2021. |
| 4 | A Study on Rudimentary Blunders done by Start-Up Women Entrepreneur's in Self-Help Groups | Gedrag & Organisatie | ISSN: 0921-5077.Vol:34, Issue: 04, November 2021. |

| PUBLICATIONS: UGC LISTED JOURNALS (3) | | | |
|--|--|---|--|
| S. No | Title of the Paper | Name of the Journal | ISSN No., Volume, Issue, Impact factor & Pg. No |
| 1 | Consumer Preference towards Various Brand of Shampoo in Dindigul | Shanlax international journal of commerce | (IF 3.017), ISSN: 2320 – 4168, Vol: 4, No: 2, April 2016 |
| 2 | Customers Satisfaction Towards News Papers in Dindigul Town | Roots international Journal of multidisciplinary Researches | (IF.3.5), ISSN :23498684, February 2018 |

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|---|--|---|--|
| 3 | Impact of Bottled Waters On Customers in Dindigul City | Shanlax international journal of commerce | (IF 3.017), ISSN: 2320 – 4168.Vol:6, No: 2, April 2018 |
|---|--|---|--|

| PUBLICATIONS: OTHER INDEXED JOURNALS (2) | | | |
|---|---|----------------------------|--|
| S. No | Title of the Paper | Name of the Journal | ISSN No., Volume, Issue, Impact factor &Pg.No |
| 1 | Smart Marketing | Limira Publications | ISBN: 9788190831284, 15.02.2018 |
| 2 | comparative study on marketing strategies towards rural consumer satisfaction | BIHERI | ISBN: 978-93-5607-239-8 |

| AS A RESOURCE PERSON (1) | | | |
|---------------------------------|--|--|-----------------------|
| S. No | Name of the Event | Name of the Sponsoring Agency | Place and Date |
| 1 | Youth Entrepreneurship-An opportunity to overcome unemployment | Sacred Heart College of Arts and Science | Dindigul, 29.02.2020 |

| WEBINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP PAPER PRESENTED: National (3) International (1) | | | |
|---|--|---|------------------------|
| S. No | Name of the Event | Name of the Sponsoring Agency | Place and Date |
| 1 | International conference on Contemporary issue & Challenges in commerce and management “Consumers preference towards online marketing with reference to Dindigul district” | Sri Ganesh College of Arts and Science, | Salam 13.02.2015 |
| 2 | International conference on “Innovative Practice in the Contemporary Business Scenario” “Consumer preference towards packaged drinking water with reference to the Dindigul district” | Vivekanandha college of arts and science, | Namakkal 26.02.2015 |
| 3 | National Conference on “Women in | Sri Sai Bharath College | Dindigul |

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| | Contemporary Society: Status and Challenges. “Contribution of women in business sectors” | of Arts and Science, | 07.10.2017 |
| 4 | International Conference on “A New Era for Youth Entrepreneurship” “A role of Entrepreneur for the development of rural economy” | RVS Kumaran Arts and Science , | Dindigul 19.02.2020 |

| WEBINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP ATTENDED (62) | | | |
|---|--|---|------------------------------|
| S. No | Name of the Event | Name of the Sponsoring Agency | Place and Date |
| 1 | Commerce Research Colloquium | GTN Arts College, | Dindigul 01.10.2011 |
| 2 | Workshop on “Application of SPSS in Research” | MTN College, | Madurai 07&8.02.2014 |
| 3 | National Seminar on “Emerging prospects for Cottage industries in India” | St.Xavier’s College (Autonomous), | Palayamkottai. 21.01.2016 |
| 4 | National Level Seminar on “Financial inclusion” “Financial inclusion in banking sectors “ | Sakthi College of Arts and Science, | Dindigul 19.09.2017 |
| 5 | National Seminar on “Emerging Trends in Commerce” | Mary Matha College of Arts and Science, | Periakulam 15.02.2018 |
| 6 | National Seminar on “Emerging Trends in Indian Services Sector in the Global Context” | G.Venkataswamy Naidu College, | Kovilpatti 02.03.2018 |
| 7 | National Seminar on “Digitalisation of Indian Economy and Its Implications for Corporate Sector” | St.Xavier's College (Autonomous), | Palayamkottai. 15.03.2018 |
| 8 | National Seminar on “Corporate Social Responsibility in India” | St.Xaviers College (Autonomous), | Palayamkottai. 30.01.2019 |
| 9 | Seminar on Assessment and Accompaniment of Students | St.Xaviers College (Autonomous), | Palayamkottai. 30.03.2019 |

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| 10 | National Seminar on “Contemporary E-Commerce Practices and their implications for Economic Development” | St.Xaviers College (Autonomous), | Palayamkottai. 28.02.2020 |
| 11 | Webinar on “Post Covid-19, Job opportunities and Entrepreneurial Possibilities” | FX Engineering College, | Tirunelveli 04.05.2020 |
| 12 | Webinar on “Holistic Education Towards Creating Industry Ready Smart Professionals” | GTN Arts College, | Dindigul 13.05.2020 |
| 13 | National Level Webinar on “Current Scenario of e-Commerce Business” | Rathinam College of Arts and Science, | Coimbatore 13.05.2020 |
| 14 | Webinar on “Start Step to Start-up” | FX Engineering College, | Tirunelveli 15.05.2020 |
| 15 | Webinar on “Hedging Foreign Exchange Risk” | FX Engineering College, | Tirunelveli 15.05.2020 |
| 16 | Webinar on “Insurance for Business Enterprise” | Kalasalingam Academy of Research and Education, | Krishnankoil 15.05.2020 |
| 17 | Webinar on "Future of Entrepreneurship and Employment Opportunities" | Nehru Institute of Technology, | Coimbatore 13.05.2020 to 15.05.2020 |
| 18 | International Level Webinar on “Pursuing Academic Research” | Rathinam College of Arts and Science, | Coimbatore 16.05.2020 |
| 19 | National Level Webinar on “Role of Insurance Sectors in covid Pandemic Situation” | Rathinam College of Arts and Science, | Coimbatore 16.05.2020 |
| 20 | National Webinar on “Emotional Well being & Coping” | Rathinam College of Arts and Science, | Coimbatore 16.05.2020 |
| 21 | Webinar on “Be an Entrepreneur – Tap the Opportunities created by COVID 19” | FX Engineering College, | Tirunelveli 25.05.2020 |
| 22 | National level E-Conference on ‘Law is Light’ | St.Jerome’s College, | Anandhanadarkudy 28.05.2020 |
| 23 | Webinar on “Job Market Post Covid19” | PSNA College of Engineering and Technology, | Dindigul 29.05.2020 |

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| 24 | Webinar on “Emerging Business Opportunities and Enhanced Government Assistance to Micro and Small Enterprises” | St.Mother Theresa Engineering College, | Thoothukudi 30.05.2020 |
| 25 | Webinar on “Actions and Reflection in Paper Writing” | Nazareth Margoschis College, | Pillaiyanmanai 30.05.2020 |
| 26 | Online webinar on “ Data Analysis using SPSS ” | Parvathi Arts and Science College, | Dindigul 28.05.2020to 30.05.2020 |
| 27 | Webinar entitled - “Revitalization Of Indian Economy after The Corona Virus Pandemic” | Bharathidasan college of Arts and Science, | Erode. 03.06.2020 |
| 28 | National Level Webinar on “ Banking in 2030 : Rises of Invisible Banks” | Aditanar College of Arts and Science, | Tiruchendur 04.06.2020 |
| 29 | Webinar “Indian Financial Markets Impact of Covid19 Lockdown” | Narayana Engineering College, | Nellore. 04.06.2020 |
| 30 | National Level Online Programme on “Career Education – Decide your path during this Quarantine” | Sri Vidhya College of Arts and Science, | Virudunagar 03&04.06.2020 |
| 31 | Webinar on “Bivariate Analysis using SPSS” | NIFT-TEA College , | Tirupur 04.06.2020 |
| 32 | National Webinar on “Digital Tool for Interactive Teaching” | St.Xavier’s College of Education, | Palayamkottai 05.06.2020 |
| 33 | Webinar on "Where is creativity?" | Dr.SNS Rajalakshmi College, | Coimbatore 05.06.2020 |
| 34 | International Webinar on “Economic Impact of Global Pandemic | ThiagarajarCollege, | Madurai 05.06.2020 |
| 35 | Webinar on "Be a Change Maker, Become an Entrepreneur - Milestones Ahead” | Scad College Of Engineering And Technology, | Tirunelveli 06.06.2020 |
| 36 | Webinar on “Supply Chain in the Post Covid World” | Jeyaraj Annapackiam College, | Periyakulam 06.06.2020 |
| 37 | International Webinar on “Financial Planning for Business Sustainability” | Kongunadu Arts And Science College (Autonomous) | Erode 09.06.2020 |

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| 38 | Webinar on “The Crisis with opportunities :Covid 19 and E-Commerce | PSR Engineering College | Sivakasi 10.06.2020 |
| 39 | Online Webinar on “Social Entrepreneurship” | Rathinam College of Arts and Science, | Coimbatore 10.06.2020 |
| 40 | International Webinar on “The Role of a Strong Internal System in Organization” | St.Mary’s College (Autonomous) | Thoothukudi 11.06.2020 |
| 41 | Webinar on “Emerging Entrepreneurial Opportunities in Digital Marketing ” | Francis Xavier Engineering College, | Tirunelveli 12.06.2020 |
| 42 | Webinar on “Covid-19 Economic opportunities and challenges” | D.K.M. College For Women,(Autonomous) | Vellore 12.06.2020 |
| 43 | International Webinar on “Future Perspective” | Nehru Institute of Information Technology and Management, | Coimbatore 12.06.2020 |
| 44 | National Level Webinar On Change Your Mindset ; Change Your Lifestyle | Rajapalayam Rajus’ College, | Rajapalayam 14.06.2020 |
| 45 | National Level Weibnar on “Impact of Covid 19 on Indian Economy” | ERODU College of Arts and Science, | Erodu 15.06.2020 |
| 46 | Workshop on SPSS | Kalasalingam Academy of Research and Education, | Krishnankoil, 14.06.2020 to 15.06.2020 |
| 47 | National Level Webinar on “Measures to Combat the Impact of COVID -19 on Indian Economy” | Avinashi Lingam Institute of Higher Education, | Coimbatore 15.06.2020 |
| 48 | Webinar on “Covid 19 Economic Strategy for recovery” | Shree Chandrababhu Jain College, | Minjur 17.06.2020 |
| 49 | National Level Webinar on “A Bird’s Eye View of Research Methodology” | Government First Grade College, | Pandavapura 17.06.2020 |
| 50 | International Webinar on "Accelerating Education 4.0 using ICT tools – Post Covid Paradigm" | St. Xavier’s College, | Palayamkottai 17.06.2020 |

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| 51 | International Webinar on “Impact of Covid -19 on Service sectors” | VHNSN College, | Virudhunagar. 17&18.06.2020 |
| 52 | National Level Webinar on “Covid 19 Outbreak : Silver Linings In The Midst Of Stormy Clouds” | St. Xavier’s college, | Palayamkottai. 22.06.2020 |
| 53 | National Webinar on "COVID-19 & Care for Environment" | St. Xavier’s College, | Palayamkottai 26.06.2020 |
| 54 | National Level webinar on” Impact of COVID-19 on Small Scale industries” | Rev.Jacob Memorial Christian College, | Ambilikai 27.06.2020 |
| 55 | Webinar on “Entrepreneurial Opportunities through Machine Learning and Big Data Analysis”, | Francis Xavier Engineering College, | Tirunelveli, 29.06.2020 |
| 56 | International Webinar on “Statistic tools for Research Process’ | CSI Jeyaraj Annapackiam College, | Nallur 29.06.2020 |
| 57 | National Webinar on "Covid – A Hidden War in Open Field" | St. Xavier’s College, | Palayamkottai. 29.06.2020 |
| 58 | Webinar on “Financial Freedom:A path to Success” | NIFT-TEA College, | Tirupur 30.06.2020 |
| 59 | National Webinar on “Startup to uplift India” | St. Xavier’s College, | Palayamkottai. 30.06.2020 |
| 60 | International Webinar on “Entrepreneurship opportunities” | St. Xavier’s College, | Palayamkottai. 01.07.2020 |
| 61 | National Webinar on "Online Education – Obstacles and Solutions" | St. Xavier’s College, | Palayamkottai. 16.07.2020 |
| 62 | International Webinar on “Reshape of Commerce Education in Post Covid-19 Scenario” | St. Xavier’s College, | Palayamkottai. 20.07.2020 |

COUNTRIES VISITED

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**EXTRA-CURRICULAR ACTIVITIES/ CO-CURRICULAR ACTIVITIES
ATTENDED(NCC/NSS/YRC/SPORTS/LITERARY AND CULTURAL ACTIVITIES)**

| | | |
|----|-----------------|------------------------------------|
| 1. | Member | YRC & RRC(From 2019 to 2023) |
| 2. | Member | Fine Arts (2019 to 2023) |
| 3. | Staff In charge | STAND (2019 to 2023) |
| 4. | Member | Sport and Games Cell(2018 to 2023) |

Date: 03.07.2024

V.DAVID RAJ