

CURRICULUM VITAE

PERSONAL PROFILE

Name : Dr.R.A.JEYAKUMAR
Qualification : M.Com., M.Phil., PGDCA., Ph.D.,
Department : Commerce (Self-Finance)
Designation : Assistant Professor and Head
Father Name : P.Raj @ Ayyanar
Date of Birth : 28.01.1977
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CAREER OBJECTIVE

To become a part of an education community and make a difference in the lives of the students by enhancing their strengths and strengthening their weaknesses

EDUCATIONAL PROFILE

No	Degree	Institution	University	Month & Year of Passing
1.	B.Com	Madurai Kamaraj University College, Madurai	Madurai Kamaraj University	April-1998
2.	M.Com	Mannar Thirumalai Naicker College, Madurai	Madurai Kamaraj University	April-2001
3.	M.Phil	Directorate of Distance Education, Madurai Kamaraj University	Madurai Kamaraj University	April-2007
4.	PGDCA	Madura College, Madurai	Madurai Kamaraj University	April-2007
5.	Ph.D.	Ayya Nadar Janaki Ammal College, Sivakasi	Madurai Kamaraj University	June-2017

RESEARCH WORKS:

M. Phil : "A Study on Consumer Preference towards Four Stroke Bikes in Srivilliputtur Taluk"

Ph.D: "The Impact of Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) on Rural Development – A Study with Reference to Virudhunagar District"

TEACHING PROFILE

No	Name of the Institution	Designation & Department	From	To	Total Years
1.	Rajapalayam Rajus' College, Rajapalayam	Assistant Professor, Department of Commerce (Self-Finance)	03.12.2007	Till Date	17 Years & 10 months
Total Teaching Experience:					17 Years & 10 months

BOOK PUBLISHED

- ❖ A book titled "Digital Media Marketing and E-Content" was published on Amazon Kindle in May 2025

EDITORIAL BOARD MEMBER

- ❖ Served as an Editorial Board Member for the book titled "New Developments and Complications in Business Management and Innovation" published by Jai Shivaasni Publications, Virudhunagar in July 2025.

RESEARCH ARTICLES

No	Title of the Paper	Journal	Volume	Year	Page	Impact factor
1.	An Delineate of Mahatma Gandhi National Rural Employment Guarantee Scheme	International Journal of Functional Management ISSN No.2319-1406	Vol 5, Issue No.2	April-June 2013	29-31	---
2..	Awareness of Beneficiaries about Mahatma Gandhi National Rural Employment Guarantee Scheme in Virudhunagar District- Application of Sign Test	Journal of Rural & Industrial Development ISSN NO.2321-1873	Vol 6, issue 1	April 2018	36-48	3.622 UGC Approval No:49174

3	Performance of Micro Small and Medium Enterprises in India	An International Multidisciplinary Quarterly Research Journal ISSN:2277-5730	Vol - VIII, Issue-II, Part-1,	April-June-2019	85-91	2018-5.5 UGC Journal No.40776
4	E-Marketing: Challenges and Opportunities	Studies in Indian Place Names ISSN: 2394-3114	Vol-40, Issue - 18	February 2020	---	6.3 UGC Care Journals
5	A Study on Problems and Prospects of Women Entrepreneurs in India	Emerging Trends in Indian Economy and Trade. Research Journal of SRNMC ISSN : 2395-7085	Volume – 1, Special Issue	March 2020	15-18	---
6	Digital Entrepreneurship	Proceedings of National Seminar on Digital India: Initiative to become Developed India ISBN: 978-93-83191-88-8	Volume – 1	2022	85-88	--
7	Schemes for Women Empowerment in India	Proceedings of National Conference on Skill Development for Sustainable Growth and Empowerment – NCSDSGE ISBN : 978-93-91347-53-6	Volume – 1	2023	175-181	--

CONFERENCES / SEMINARS PRESENTED & PARTICIPATED

No	International / National / State Level	Title of the Conference	Organized by / Sponsoring agency	Title of the paper presented	Date
1.	National Seminar	Value Added Tax	Rajapalayam Rajus' College, Rajapalayam	Economic Implications on VAT	03.03.07 & 04.03.07
2.	State Level Seminar	Emerging Trends in Business and Commerce	Arul Anandar College, Madurai	“Application of Balanced Scorecard in E-Marketing”	17.03.10

3	International Conference	Global Business: Challenges & Opportunities in the present Scenario”	Sri Kaleeswari College, Sivakasi	“Global Warming – Today’s Concern”	27.05.10& 28.05.10
4	State Level Seminar	Global Environmental Issues and its Impact on Health in India	Madura College, Madurai	“Air Pollution Hurt My Health – Issues”	28.09.10
5	International Conference	Environmental Sustainability: Challenges and Strategies”	Fatima College, Madurai	“Potential Impact of Climate Changes on Agriculture”	17.02.11&1 8.02.11
6	National Seminar	Impact of Information and Communication Technology on Indian Economy	Parasakthi College for Women, Courtallam	“Cherish of ICT for People Empowerment under MGNREGA”	16.07.11
7	International Conference	Competency Building Strategies in Business and Technology for Sustainable Development	Sri Ganesh School of Business Management, Mettupatti.	“An Delineate of Mahatma Gandhi National Rural Employment Gurantee Scheme”	22.02.13
8	National seminar	Financial Inclusion for Inclusive Development	Ayya Nadar Janaki Ammal College, Sivakasi.	“Financial Inclusion Strategies in Mahatma Gandhi National Rural Employment Guarantee Scheme”	15.03.13 & 16.03.13
9	---	Research Colloquium	Vivekananda College, Madurai	“The Impact of Mahatma Gandhi National Rural Employment Guarantee Scheme (merges) on Rural development – A Study with Reference to Virudhunagar Dist”	04.07.15
10	State Level Seminar	Innovative Strategies on Commerce and Management	Rajapalayam Rajus’ College, Rajapalayam	“Women Empowerment through Mahatma Gandhi National Rural Employment Guarantee Scheme”	10.03.17
11	State Level Seminar	Innovative Strategies on Commerce and Management	Rajapalayam Rajus’ College, Rajapalayam	“M-Commerce”	10.03.17

12	National Conference	Innovative Strategies of Knowledge Management for Sustainable Development,	Rajapalayam Rajus' College, Rajapalayam.	"A Study of Green Banking in India"	16.02.18
13	National Seminar	Goods and Service Tax- A Paradigm Shift in Indian Taxation	Rajapalayam Rajus' College, Rajapalayam.	"Goods and Service Tax-Implementation and its Impact"	03.03.18
14	International Conference	Implications of Corporate Social Responsibility	K.S.R.College of Arts and Science for Women, Tiruchengode.	Corporate Social Responsibility – An Overview	06.09.18
15	National Conference	Recent Trends in Commerce and Management	G.Venkataswamy Naidu College, Kovilpatti.	"Impact of ICT on Tourism and Hospitality Industries"	22.02.19
16	National Seminar	Innovations in Banking Sector	Annai Fathima College of Arts and Science, Thirumangalam.	"Cashless Transactions in India- An Overview"	02.03.19
17	International Conference	Commerce Management and Leadership- A Global Perspective	Pasumpon Muthuramalinga Thevar College, Sankarankovil.	"Performance of Micro Small and Medium Enterprises in India"	06.03.19
18	International Conference	Digital Economy – Emerging Trends in Commerce & Management	Rajapalayam Rajus' College, Rajapalayam.	Overview of Startups Policies in India	20.02.20
19	International Conference	E- Business Strategies and Opportunities for Sustainable Growth – A Global Perspective (ICBS-2020)	Rathinam College of Arts and Science, Coimbatore.	E-Business: An Overview	02.03.20
20	National Conference	Innovation in Business and Management Practices	Annai Fathima College of Arts & Science, Madurai	Participated	05.03.20
21	National Seminar	Digital India: Initiative to Become Developed India	Ayya Nadar Janaki Ammal College, Sivakasi & ICSSR, New Delhi.	Digital Entrepreneurship	22.09.22& 23.09.22

22	National Conference	Skills Development for Sustainable Growth and Empowerment	Sri Ramakrishna College of Arts & Science, Coimbatore.	Schemes for Women Empowerment in India	28.03.23
23	National Conference	Digital Transformation: Challenges and opportunities in the Global Business and Service Sector	Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar.	From cash to clicks: Growth and Adoption of Digital Payments in India	21.09.25 to 22.09.25

WORKSHOP / FACULTY DEVELOPMENT PROGRAM/PDP ATTENDED

No .	Name of the Programme	Organized by / Sponsoring Agency	Theme of the Programme	From	To
1.	Workshop	Rajapalayam Rajus' College, Rajapalayam	Applied Research in Commerce	22.12.2014	22.12.2014
2.	Faculty Development Program	Sri Vidya College of Engineering & Technology, Virudhunagar	Data Analysis in Social Science	05.12.2015	05.12.2015
3.	Virtual National Faculty Development Programme	SRM Institute of Science and Technology.	Industry Institute Interaction – A Holistic Approach Insight Out	01.06.2021	14.06.2021
4.	International Faculty Development Programme	Department of Physical Education & IQAC of Rajapalayam Rajus' College, Rajapalayam.	COVID-19 and General Health Awareness	01.07.2021	07.07.2021
5.	International Professional Development Programme	Department of Commerce (Shift II) in association with IQAC, Patrician College of Arts and Science, Chennai.	Effective and Quality Research Writing- Phase – II	07.07.2021	15.07.2021
6.	National Faculty Development Program	PG Department & Research Centre in Commerce in Association with IQAC of Rajapalayam Rajus' College, Rajapalayam.	Investor Awareness on Stock Market	02.08.2021	07.08.2021

7.	National Faculty Development Program	PG & Research Department of Commerce with Computer Application, Hindusthan College of Arts and Science, Coimbatore.	Digital Teaching Methods in Higher Education	23.08.2021	28.08.2021
8.	Faculty Development Programme	PG Department of Commerce (CA) in association with the IQAC, ANJAC, Sivakasi.	Statistical Tools for Research in Social Science	21.09.2021	23.09.2021
9.	One Day Workshop	Department of Commerce in association with the IQAC, ANJAC, Sivakasi.	Bloom's Taxonomy Based Question Paper Design For Outcome Based Education	27.09.2021	-
10	Faculty Induction Programme	IQAC, Rajapalayam Rajus' College, Rajapalayam.	Faculty Induction Programme for Teaching Staff	07.02.2022	12.02.2022
11	Five Days National Level Virtual Faculty Development Program	KristuJyoti College of Management and Technology Chethipuzha Kurisummoodu, Kottayam.	Research Methodology	01.11.2022	06.11.2022
12	Two Days National Workshop	Rajapalayam Rajus' College, Rajapalayam	Innovative Practices for Data Documentation of AQAR and SSR under Revised Assessment and Accreditation Framework	14.12.2022	15.12.2022
13	Nine Days Faculty Development Programme	AMET University, Chennai & Association of Indian Universities, New Delhi	Design and Development of Industry led curriculum in Technological Era	14.12.2022	22.12.2022
14	One day State Level Workshop	Department of Commerce (SF), VHNSN College, Virudhunagar & Mannar Thirumalai Naicker College, Madurai.	Digital Marketing	15.02.2023	-
15	Two Weeks Faculty Development Programme	Academy of Maritime Education and Training Deemed to be University, Chennai. AMET University	Development of Entrepreneurship and Innovation	29.05.2023	09.06.2023

16	IP Awareness/Training Program	Ministry of Commerce and Industry, Office of the Controller General of Patents, Designs and Trade Marks and Intellectual Property Office, India	National Intellectual Property Awareness Mission	31.08.2023	-
17	Five days online Faculty Development Programme	PG Department of Computer Science, Rajapalayam Rajus' College in collaboration with IGL Hands on Private Limited, USA.	Edge Cutting Technologies in IT Field	19.09.2023	23.09.2023
18	Five Day National Level Faculty Development Programme	Research Cell & Dr.D.Ragupathy Raja Memorial Library, Rajapalayam Rajus' College, Rajapalayam	Mastering the Art of Research Methodology: Empowering the Faculty for Excellence	30.10.2023	03.11.2023
19	5 Days Online Workshop	Star International Foundation for Research and Education, Tiruchengode, Namakkal	SPSS in Research	26.12.2023	30.12.2023
20	Seven Days Online Faculty Development Program	Star International Foundation for Research and Education	Essential Skills for Professional Development in Higher Education	01.07.2024	07.07.2024
21	Professional Development Programme	Research Cell, Rajapalayam Rajus' College, Rajapalayam	Book Publication and Ethics	02.09.2024	-
22	5 Day Online Faculty Development Programme	PG Department of Computer Science, Rajapalayam Rajus' College, Rajapalayam.	Adapting to AI Driven Industry	09.09.2024	13.09.2024
23	Five Days Online Workshop	Star International Foundation for Research and education	Foundation of Stock Market for Beginners	23.09.2024	27.09.2024
24	Faculty Development Program	IQAC, Department of Psychology, Theivanai Ammal College for Women, Vilipuram	Building Mental Resilience	10.02.2025	14.02.2025
25	Faculty Development Program	IQAC, Rev.Jacob Memorial Christian College, Ambilikkal, Dindigul.	Innovative Teaching Pedagogy & Skills component of NEP	01.03.2025	---
26	Online Workshop	Star International Foundation for Research and Education, Tiruchengode.	Research Methodology and Publication Ethics	05.03.2025	11.03.2025

27	5 Day online Professional Development Programme	Centre for Research and Development & IQAC of St.Joseph's Degree and PG College, Hyderabad.	The future of Research – AI Tools as a Game Changer	17.03.2025	22.03.2025
28	Five Day Faculty Development Programme	PG Department of Computer Science, Rajapalayam Rajus' College, Rajapalayam.	Artificial Intelligence: Global Trends, Technologies & Ethical Transformation	15.09.2025	19.09.2025
29	Online Workshop	Star International Foundation for Research and Education, Tiruchengode.	Build Your Financial Security: A Workshop for Professors and Students	17.09.2025	-

NUMBER OF PROGRAMMES ATTENDED THROUGH ONLINE

S.No	Programme	Number of Participations
1	Webinars	52
2	Online Courses& STTP	15
3	Workshops	4
4	Faculty Development Programs	9
5	Quizzes	53

SERVED AS RESOURCE PERSON / CHIEF GUEST

S.No	Title	Institution	Date
1	Eight Day E-Lecture Series on Financial Accounting <i>Topic: Branch and Departmental Accounting</i>	Department of Commerce (CS), Ayya Nadar Janaki Ammal College, Sivakasi	10.06.2020
2	E-Banking: A Scenic View	Department of Commerce, Mahatma Gandhi Arts and Science College for Women, Sollaiseri.	29.03.2021
3	Six Days Students Development Programme on Training and Development Initiatives <i>Topic: Accounting Fundamentals with Tally ERP 9</i>	Department of Business Administration, Rajapalayam Rajus' College, Rajapalayam.	31.05.2022
4	Guest Lecture on Good Thoughts, Habits: The way to Success	Department of Business Administration, Rajapalayam Rajus' College, Rajapalayam.	31.07.2023

PAPER VALUATION AND QUESTION PAPER SETTING

1. Paper Valuation - M.K.University, Madurai
2. Question Paper Setting for Kalasalingam University, Krishnan kovil
3. Question Paper Setting for Ayya Nadar Janaki Ammal College, Sivakasi
4. Question Paper Setting for Mannar Thirumalai Naicker College, Madurai
5. Question Paper Setting for S.Vellaichamy Nadar College, Madurai

SOFTWARE SKILLS

- MS Office
- Internet
- Tally 9.0

AREA OF SPECIALIZATION

- **Banking, Financial Accounting**
- Marketing, Cost Accounting
- Financial Management, Management Accounting

EXTENSION ACTIVITIES / COMMUNITY SERVICES

No.	Designation	Details of the Services	Period
1.	Programme Officer of Unit No.172 Rajapalayam Rajus' College, Rajapalayam.	NSS	2016 to 2020

ANTI – RAGGING CELL

No.	Designation	Details of the Services	Period
1.	Nodal Officer Rajapalayam Rajus' College, Rajapalayam.	Created Awareness Programme & Guidance	2021 to 2023

R.A.JEYAKUMAR
(SIGNATURE)