

CURRICULUM VITAE



PERSONAL PROFILE

Name : Dr.A.SURENDRAN
Designation : Associate Professor
Department : Commerce
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Mobile Number : 94423-23993
Area of Specialization : Accounting, Banking & Taxation

EDUCATIONAL PROFILE

ACADEMIC QUALIFICATIONS

SI.NO.	Degree	Institution	University	Month & Year of Passing	Percentage of marks
1.	B.Com	Rajapalayam Rajus' College, Rajapalayam	Madurai Kamaraj University	April 2002	67
2.	M.Com	Rajapalayam Rajus' College, Rajapalayam	Madurai Kamaraj University	April 2004	71
3.	M.Phil.	Rajapalayam Rajus' College, Rajapalayam	Madurai Kamaraj University	April 2005	77
4.	Ph.D.	Mannar Thirumalai Naicker College, Madurai	Madurai Kamaraj University	December 2023	--
5.	Others	P.G.D.C.A	Mannonmaniam Sundaranar University	2017	62.7

TEACHING PROFILE

Sl. NO.	Name of the Institution	Designation & Department	From	To	Total Years
1.	Department of Commerce (S.F) Rajapalayam Rajus' College, Rajapalayam.	Assistant Professor of Commerce.	1-7-2006	2-12-2007	1 Year & 4 Months
2.	PG Department & Research Centre in Commerce, Rajapalayam Rajus' College, Rajapalayam.	Associate Professor of Commerce.	3-12-2007	Till date	17 Years & 3 Months
Total Teaching Experience:					18 Years & 7 Months

PARTICIPATION IN EXAMINERSHIP / QUESTION PAPER SETTING / VALUATION

1. Question Paper Setter for Arulmigu Palani Andavar College of Arts & Science for Women, Palani.
2. Question Paper Setter for S.Vellachamy Nadar College, Madurai.
3. Question Paper Setter for Hajee Rowthar College, Uthamapalayam.
4. Question Paper Setter for Alagappa University, Karaikudi.
5. Question Paper Setter for Mannar Thirumalai Naicker College, Madurai.
6. External Examiner for PG Practicals at Parvathy's College, Dindigul.
7. External Examiner for PG Practicals at Government Arts & Science College, Sivakasi.

INVITED LECTURES AT OTHER INSTITUTIONS

Sl. NO.	Name of the Institution	Title	Date
1.	R.V.Reha Polytechnic College, Sankarankovil.	Role of NSS Volunteers in transforming the society	2017
2.	Tamil Nadu Teachers Education University, Chennai.	"Enni Thuniga" on the occasion of Birthday celebration of 11 th President of India Dr.A.P.J.Abdul Kalam	20 th Septemeber, 2021
3.	Integral Training Centre, Qatar	Delivered a speech on "Sangam Kalam Tamilin Porkalam" in the 127 Hours Virtual Academic Festival	19 th July 2021 to 24 th July, 2021

AWARDS / RECOGNITIONS RECEIVED

Sl. NO.	Name of the award	Awarding Agency	Year
1.	Best NSS Program Officer	Madurai Kamaraj University	2011-2012
2.	MEME A DAY Competition Award	Tamil Nadu State Aids Control Society, Chennai	2018 (01-10-18 to 15-10-18)
3.	Best Poster Presentation Award (International)	Institute For Integrated Regenerative Medicine, Kuala Lumpur, Malaysia & V.H.S.N College, Virudhunagar	2019

BOOKS / BOOK CHAPTERS PUBLISHED

Sl. No.	Title	Publisher's Details	ISBN
1.	Computerised Accounting and Office Automation	Sri Harshan Publications, Rajapalayam	978-93-5811-092-0
2.	Elements of Tally	Sri Harshan Publications, Rajapalayam	978-93-5777-330-0
3.	Fundamentals of Computer	Sri Harshan Publications, Rajapalayam	978-93-5777-078-1
4.	Computer Applications in Business - I	Sri Harshan Publications, Rajapalayam	--
5.	Business Accounting	Sri Harshan Publications, Rajapalayam	978-93-5768-746-1

RESEARCH PROFILE LIST OF PUBLICATIONS

Sl. No.	Title of the Paper	Journal	Volume	Year	Page	Impact Factor
1.	Performance of Lead Bank Scheme in Virudhunagar District, Tamil Nadu	Abhinav Monthly Journal in Commerce & Mangement	ISSN 2277-1166, Vol.1, Issue VI,	June 2012	pp.80-86.	
2.	National Rural Livelihoods Mission – An Upliftment for Rural people in India	Monthly Public Opinion Survey	Volume LV11, No.10,	July 2012	pp.12-14	
3.	National Rural Livelihoods Mission – Progress towards Rural Upliftment in India	Global Research Analysis	ISSN 2277-8160, Vol.2, Issue:4,	April 2013	pp.16-17	0.274
4.	Impact of Tourism Industry with special reference to India	Tourism Industry in India: Challenges & Opportunities – Conference Proceedings	ISBN: 978-93-80686-81-3	12 th August 2013	pp.54	
5.	Role of Electronic Customer Relationship Management in Indian Banks	CRM in Commercial Banks in the era of Globalisation – Conference Proceedings	ISBN 978-93-80314-15-0	17 th & 18 th August 2013	pp.203	
6.	Impact of Climate Changes in Service Sector with reference to Banks	Impact of Climate Change on Indian Economy – Conference Proceedings	ISBN: 978-81-909665-5-9	5 th & 6 th March 2012,	pp.156-158	
7.	Impact of Climate Changes on Service Sector with reference to banks	Abhinav Monthly Journal in Commerce & Mangement	ISSN 2277-1166,		pp.49-53	
8.	A Study on Priority Sector Lending by Commercial Banks in Rajapalayam Taluk	MANAS Journal	ISSN: 0976-8130, Vol:8,	Dec.2016		
9.	Make in India and its Impact on FDI	Research Journal of SRNMC	ISSN:2395-7085	March 2017	pp331	
10.	Performance Evaluation of Swatch Bharat Mission	ISSDTSBM-2018, Conference Proceedings	ISBN: 978-93-87756-45-8	August 2018	PP.209-213	
11.	Impact of Demonetisation and GST on Indian Economy	Conference Proceedings	ISBN: 978-93-81537-16-9	August 2018	pp.163	
12.	Start up India – Progress Towards Development and Harnessing Innovation	International Journal of Analytical and Experimental Modal Analysis	ISSN NO: 0886-9367- UGC CARE JOURNAL, Volume XI, Issue VIII,	August 2019		6.3

RESEARCH PROJECTS

Title of the Project	Name of the Funding Agency	Duration	Sanctioned Date & Number	Status
Performance Evaluation of Lead Bank Scheme in Rajapalayam Taluk – An Empirical Study	UGC	2 YEARS	April 2014, Link No: 5274	Completed

PAPER PRESENTATION

SI NO	International / National / State / Regional Level	Organized by / Sponsoring agency	Title of the paper presented	Date	ISBN (if any)
1.	National	UGC	Global Perspective of VAT	23 rd & 24 th March 2007	—
2.	National	UGC	Non Performing Assets with special reference to Public Sector Banks in India	4 th & 5 th March 2010	—
3.	International	Department of Management Studies	Globalisation and International Marketing Ethics	8 th & 9 th October, 2010	—
4.	National	Department of Commerce	Role of Information Technology in Banking Sector	18 th February, 2011	—
5.	State Level	UGC	Right to Information Act 2005	18 th & 19 th February, 2011	—
6.	National	UGC	Impact of Climate Changes in Service Sector with reference to Banks	5 th & 6 th March, 2012	—
7.	National	UGC	Financial Inclusion – Role of Information Technology with reference to Banking Sector	15 th & 16 th March, 2013	—

8.	National	UGC	Role of E-CRM in Indian Banks	17th & 18th August, 2013	—
9.	National	Department of Commerce	Demonetisation and Green Banking	17th March, 2017	—
10.	National	ICSSR	Make in India and its Impact on FDI	16th & 17th March, 2017	—
11.	International	UGC	Progress of E-Commerce in India	16th February, 2018	—
12.	National	ICSSR	Performance Evaluation of Swatch Bharat Mission	1st & 2nd August, 2018	—
13.	National	Department of Commerce	Goods and Services Tax and its impact on Service Sector	2nd & 3rd March, 2018	—
14.	International	Department of Management Studies	Progress of Insurance Industry in India	8th February, 2019	—
15.	International	Institute for Regenerative Medicine , Malaysia	Impact of Climate Change on Agriculture and Environment with reference to Asian Continent	May 3-4, 2019	
16.	National	ICSSR	Make in India - Prospects and challenges in Agriculture Sector	17 th & 18 th July, 2019	
17.	International	UGC	Start Up India - Progress towards Development and Harnessing Innovation	31 st August, 2019	

18.	National	TANSCH	MUDRA Yojana: Boost Up for SME's in India	26 th February, 2020	
19.	National	UGC	Impact of GST on Banking Sector - Issues and Challenges	16 th March, 2020	
20.	National	UGC	GST in India: Benefits and Challenges	16 th March, 2020	
21..	International	International Innovation Forum	Impact of COVID - 19 on Education Sector	27 th June, 2020	

Training Programmes Attended:

- Attended Online Training on “Managing Change in Rural Development in Post Covid -19 Era by NIRD & PR – NERC, Guwahati, Ministry of Rural Development, Government of India from 01/07/20 to 03/07/20.
- Attended Online Training on Effective Communication for RD Professionals by NIDPR – NERC, Guwahati, Ministry of Rural Development, Government of India from 01/07/20 to 03/07/20.

FACULTY DEVELOPMENT PROGRAMS / WORKSHOPS ATTENDED:

- Participated in the National Workshop on Public Financial Management
- Attended Online FDP in French on 12th May, 2020, organized by the Providence College for Women, Department of French, Coimbatore.
- One Day FDP on Education – Past, Present & Future, Rajapalayam Rajus' College, Rajapalayam on 28th May, 2020.
- Attended FDP cum Training Workshop on “Environment, Water & Disaster Risk Reduction” from 13th to 17th July 2020, organized by the National Institute of Disaster Management, Ministry of Home Affairs, Government of India & Sharda University, NCR, India.
- Attended “One Week Faculty Development Programme” organized by the Entrepreneurship Development and Innovation Institute (EDII) from 24th to 28th August 2021.

ORIENTATION PROGRAMMES / REFRESHER COURSES ATTENDED

Sl. No.	Name of the Programme	Organized by / Sponsoring Agency	From	To
1.	Orientation	UGC Academic Staff College, Bharathiyar University, Coimbatore.	15-05-09	11-06-09
2.	Refresher	UGC Academic Staff College, Bharathidasan University, Trichy.	10-11-10	30-11-10
3.	Refresher	UGC Academic Staff College, Madurai Kamaraj University, Madurai.	02.11.2016	22.11.2016
4.	Refresher	UGC Academic Staff College, HRDC, Sardar Patel University, Gujarat	27-07-20	09-08-20

EXTENSION ACTIVITIES / COMMUNITY SERVICES

SI. No.	Designation	Details of the Services	Date / Period
1.	National Service Scheme Program Officer	Blood Donation, Cleaning Activities in the adopted villages, Awareness on Communicable diseases.	2009 - 2013
2.	Red Ribbon Club Program Officer	AIDS Awareness, Blood Donation	2014 – 2020

ROLE IN CORPORATE LIFE

SI. No.	Designation	Details	Period
1.	Public Financial Management System – Co-Ordinator	Fund maintenance received from UGC , ICSSR and other central funding agencies	2018-2020
2.	Entrepreneurship Development Cell – Co-Ordinator	To create Entrepreneurial competencies among the students.	September, 2020
3.	Tamil Pudhalvan - Coordinator	Provide Scholarship to the students completed schooling at Tamil & English medium from Government & Government aided schools	August 2024

ANY OTHER INFORMATION

- Commitment to work for the academic development of the institution.
- Motivate and Guide the students hailing from rural areas to improve communication skills and face the competitive examinations.


(SIGNATURE)