Name	:	Dr. B. Raja
Position	:	Assistant Professor
Faculty of	:	Commerce
Phone/Mobile	:	7373968761
Email ID	:	b.vishnuraja@gmail.com
Date of Birth	:	26 th May 1983



1. QUALIFICATION

S.	Degree/ Diploma/	Discipline	Name of the Institution	Year of
No	Certificate			Passing
1	Diploma in Co-	Co-	Dindigul Institute of Co-Operative	2002
	operative	Operative	Management, Dindigul	
	Management	Management		
2	B.Com CA	Commerce	Madurai Kamaraj University	2005
			College, Aundipatti	
3	M.Com	Commerce	Vivekananda College, Tiruvedakam	2007
4	M.Phil	Commerce	Vivekananda College, Tiruvedakam	2008
5	PGDCA	Computer	Madurai Kamaraj University	2012
6	Ph.D	Commerce	Vivekananda College, Tiruvedakam	2014

2. TEACHING EXPERIENCE

S. No	Institution	From – To
1	Vivekananda College, Tiruvedakam	16.06.2008 - Still

3. POSITION HELD IN VIVEKANANDA COLLEGE

S. No	Name of the Position	Duration
1	Acharya, Vivekananda College, Tiruvedakam	2018 - Still

4. NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP, CONFERENCE & SYMPOSIUM

S.	Programmes &	Organised By	Date	Participated/	Title of the Paper
No	Theme			Presented	
1	Two-day workshop	Department of	3 rd and 4 th	Participated	Excel Applications in
		Management	August		Data Management
		Studies, Mepco	2017		
		Schlenk			
		Engineering			

		College,			
		Sivakasi			
2	One day	Post Graduate	16 th	Presented	Digital Transformation
	International	and Research	March		for the Retail Banking
	Conference on	Department of	2018		
	MAKE IN INDIA –	Commerce,			
	VISION INTO	Vivekananda			
	REALITY	College,			
		Tiruvedakam,			
		Madurai.			
3	One day	Post Graduate	30 th	Presented	Retail Banking in
	International	and Research	August		Madurai District – A
	Conference on	Department of	2014		product Wise, Area
	IMPACT OF	Commerce,			Wise and Sector Wise
	GLOBALISATION	Vivekananda			Comparison
	ON INDIAN	College,			
	FINANCIAL	Tiruvedakam,			
	SYSTEM	Madurai.			
4	Two-day National	Post Graduate	5 th and 6 th	Presented	Convergence to IFRS –
	Conference on	and Research	February		A Study of Challenges
	INTERNATIONAL	Department of	2015		faced by Indian
	FINANCIAL	Commerce,			Companies in the
	REPORTING	Vivekananda			Implementation
	STANDARDS – A	College,			
	GLOBAL	Tiruvedakam,			
	ACCOUNTING	Madurai.			
	LANGUAGE FOR				
	LOCAL				
	IMPLICATIONS				
	IN INDIA				
5	Two-day National	Post Graduate	23 rd and	Presented	A Study on Customers
	Conference on	and Research	24 th		Perception of Retail
	IMPACT OF	Department of	January		Banking in Madurai
	GLOBALISATION	Commerce,	2015		District
	ON THE	Vivekananda			
	PROSPECTS OF	College,			
	INDIAN	Tiruvedakam,			

	BANKING	Madurai.			
	SECTOR				
6	National Seminar	Post Graduate	24 th	Presented	A Study on Retail
	on RETAIL	and Research	September		Banking in Madurai
	MARKETING IN	Department of	2011		District
	INDIA: TRENDS	Commerce,			
	AND	Mannar			
	CHALLENGES	Thirumalai			
		Naicker			
		College,			
		Madurai			
7	International	Department of	5 th and 6 th	Presented	A study on customer
	Seminar on	Commerce and	January		satisfaction on Indian
	FINANCIAL	Financial	2013		Retail Banking
	KARKETS:	Studies,			
	ISSUES AND	Bharathidasan			
	CHALLENGES	University,			
		Tiruchirappalli.			
8	One day National	Department of	27 th	Presented	Effects of water scarcity
	Seminar on	Economics,	February		
	WATER	Vivekananda	2015		
	CONSERVATION	College,			
	AND ITS IMPACT	Tiruvedakam,			
	ON INDIAN	Madurai.			
	ECONOMY				
9	One day National	Post Graduate	15 th	Participation	IFRS, ACCOUNTING
	Symposium on	and Research	March		STANDARDS AND
	IFRS,	Department of	2014		COMPANIES ACT
	ACCOUNTING	Commerce,			2013 – MOVING
	STANDARDS AND	Vivekananda			TOWARDS A
	COMPANIES ACT	College,			PARADIGM SHIFT
	2013 – MOVING	Tiruvedakam,			
	TOWARDS A	Madurai.			
	PARADIGM				
	SHIFT				
10	International	Department of	19 th and	Presented	Denaturization and
	Seminar on Recent	Commerce and	20 th		Indian Capital Market

Markets and Financial Innovations Studies, Bharathidasan University, Tiruchirappalli. 2008 11 Twelve day Training Course on Research C P A College, Bodinayakanur, Training Course on Bodinayakanur, Research 12 th to Social Sciences Participation Applications in Social Sciences Research 12 Research Post Graduate and Research 26 th Presented Presented An Empirical study Retail Banking i Madurai District - Computer 12 Research Post Graduate and Research 26 th Pebruary Department of Colloquium Presented An Empirical study Retail Banking i Madurai. 13 National Seminar Department of on EMERGING 24 th Presented Presented An Empirical Study Retail Banking i Madurai. 13 National Seminar Department of on EMERGING 2012 Madurai District - Product Wise, Ar Wise and Sector W Comparison 13 National Seminar Department of Opodicherry 2012 Madurai District s perception of th Customers 14 National Seminar ONDATION, CHELLENGES Department of Application, ChELLENGES 31 st Application, CHELLENGES Presented A Study of awarene E – Banking Servic		Trends in Capital	Financial	January		– An Analytical Review
Financial Bharathidasan Innovations University, Tiruchirappalli. Participation Research Methodo 11 Twelve day C P A College, Bodinayakanur, 23rd Participation Research Methodo 11 Twelve day C P A College, Bodinayakanur, 23rd Participation Research Methodo 11 Twelve day C P A College, Bodinayakanur, 23rd Participation Research Methodo 12 Research Theni November, 2007 Sciences Research 12 Research Post Graduate and Research 26th February Presented An Empirical study Madurai District - Product Wise, Ar Wise and Sector W College, Tiruvedakam, Madurai. Presented An Empirical Study Madurai District - Product Wise, Ar Wise and Sector W Comparison 13 National Seminar Department of O EMERGING Department of Commerce, March Presented An Empirical Study Retail Banking i Madurai District - Department of Commerce, University, CHALLENGES Customers 13 National Seminar BANKING Department of Pondicherry 24th Presented An Empirical Study Retail Banking i Department of Customers 14 National Seminar O DIGITAL <br< th=""><th></th><th>-</th><th>Studies.</th><th></th><th></th><th><i></i></th></br<>		-	Studies.			<i></i>
Innovations University, Tiruchirappalli. Participation Research Methodo and Computer 11 Twelve day C P A College, Bodinayakanur, Research 12 th to 23 rd Participation Research Methodo and Computer Applications in Social Sciences Theni November, 2007 Participation Research 12 Research Post Graduate 26 th Presented An Empirical study 12 Research Post Graduate 26 th Presented An Empirical study 12 Research Post Graduate 2011 Madurai District - Product Wise, Ar Nadorai District - Product Wise, Ar 13 National Seminar Department of College, Tricuvedakam, Madurai. 2012 An Empirical Study 13 National Seminar Department of Commerce, 2012 Madurai District 4 Perception of th College, Tiruvedakam, Madurai. Presented An Empirical Study 13 National Seminar Department of On EMERGING 2012 Madurai District 4 Perception of th Customers 14 National Seminar Department of On DIGTAL 31 st Presented A Study of awarene E – Banking Servic India 14 National Seminar				2000		
Tiruchirappalli, Ill Triuchirappalli, Participation Research Methodo and Computer 11 Training Course on Bodinayakanur, 23 rd Participation Research Methodo and Computer Research Theni November, 2007 Sciences Research Applications in Social Sciences November, Social Sciences Research Post Graduate 26 th Presented An Empirical study 12 Research Post Graduate 26 th Presented An Empirical study Colloquium and Research February Presented An Empirical Study 12 Research Oommerce, 2011 Madurai District - Colloquium and Research February Product Wise, Ar Vivekananda College, Tiruvedakam, Wise and Sector W College, Tiruvedakam, Madurai Madurai District 4 13 National Seminar Department of 24 th Presented An Empirical Study 13 National Seminar Department of 24 th Presented An Empirical Study INDIAN Campus, </th <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>						
11 Twelve day C P A College, Bodinayakanur, Research 12 th to Bodinayakanur, 23 rd Participation Research Methodo and Computer Applications in So Sciences Research 12 Research Theni November, 2007 Sciences Research 12 Research Post Graduate Department of Computer 26 th Presented An Empirical study 12 Research Post Graduate Department of College, Tiruvedakam, Madurai. 2011 Madurai District - Product Wise, Ar Wise and Sector W Comparison 13 National Seminar On EMERGING ITRENDS IN THE MAND STRTEGIC OPTIONS Department of Commerce, University, CHALLENGES 2012 An Empirical Study Madurai. 14 National Seminar On DIGITAL OPTIONS Department of Commerce with January 31 st Presented A Study of awarene E - Banking Servic 14 National Seminar On DIGTAL (NDVATION, (CHELLENGES Department of Computer 31 st Presented A Study of awarene E - Banking Servic			• •			
Training Course on ResearchBodinayakanur, Theni 23^{rd} and Computer Applications in So Sciences ResearchMethodology and ComputerTheniNovember, 2007Sciences Research12ResearchPost Graduate and Research 26^{th} PresentedAn Empirical study Madurai District - Product Wise, Ar Wise and Sector W Comparison12ResearchDepartment of Colloquium2011Madurai District - Product Wise, Ar Wise and Sector W Comparison13National Seminar On EMERGINGDepartment of Commerce, Madurai.2012An Empirical Study Madurai District - Product Wise, Ar Wise and Sector W Comparison13National Seminar On EMERGINGDepartment of Commerce, Madurai.2012An Empirical Study Madurai District a perception of th Customers14National Seminar On DIGITAL On DIGITALDepartment of Commerce with January31 st JanuaryPresented A Study of awarene E – Banking Servic India	11	Twolvo dov		12 th to	Particination	Research Methodology
Research Theni November, Applications in So Methodology and 2007 Sciences Research Computer Applications in Sciences Research Research Post Graduate 26 th Presented An Empirical study Colloquium and Research February Retail Banking i Department of 2011 Madurai District - Commerce, Vivekananda Wise and Sector W College, College, Comparison Tiruvedakam, Madurai. Vivekananda Retail Banking i Madurai. Department of 24 th Presented An Empirical Study I3 National Seminar Department of 24 th Presented An Empirical Study IRENDS IN THE Karaikal 2012 Madurai District a perception of th INDIAN Campus, Presented An Empirical Study Retail Banking i Madurai. Department of 24 th Presented An Empirical Study INDIAN Campus, Presented An Empirical Study Pereception of th BANKING	11		0,1		i ai ucipation	
Methodology and Computer 2007 Sciences Research Applications in Social Sciences Post Graduate 26 th Presented An Empirical study 12 Research Post Graduate 26 th Presented An Empirical study Colloquium and Research February Madurai District - Product Wise, Ar Vivekananda College, Triruvedakam, Wise and Sector W Comparison 13 National Seminar Department of 24 th Presented An Empirical Study 13 National Seminar Department of 24 th Presented An Empirical Study INDIAN Commerce, March Madurai. Presented An Empirical Study INDIAN Campus, Presented An Empirical Study Retail Banking i INDUSTRY – University, Customers Induce of the Customers Customers INDUSTRY – University, Customers Presented A Study of awarenee IA National Seminar Department of 31 st Presented A Study of awarenee INDUSTRY – University, C			•			-
Computer Applications in Social Sciences Research 12 Research Colloquium and Research Department of 2011 Colloquium and Research February Retail Banking i Department of 2011 Madurai District Commerce, Vivekananda Wise and Sector W College, Comparison Tiruvedakam, Madurai. 13 National Seminar Department of On EMERGING Commerce, March INDIAN Campus, Perception of th BANKING Pondicherry Lestarikal, AND STRTEGIC Puducherry Viversity, CHALLENGES Karaikal, Antional Seminar OPTIONS Department of 31 st 14 National Seminar Department of 31 st INDIA – Computer 2018 India INNOVATION, Application, CHELLENGES S.Vellaichamy			1 nem	· · · ·		
Applications in Social Sciences Applications in Social Sciences National Seminar 12 Research Post Graduate 26 th Presented An Empirical study 12 Research Post Graduate 26 th Presented An Empirical study 14 National Seminar Department of University, CHALLENGES 2011 Madurai District 14 National Seminar Department of Department of Commerce, 24 th Presented An Empirical Study 13 National Seminar Department of Department of 24 th Presented An Empirical Study 13 National Seminar Department of 24 th Presented An Empirical Study 14 National Seminar Department of 31 st Presented A Study of awarenee 14 National Seminar Department of 31 st Presented A Study of awarenee 14 National Seminar Department of 2018 India				2007		Sciences Research
Social Sciences Research Post Graduate 26 th Presented An Empirical study 12 Research Post Graduate 26 th Presented An Empirical study 12 Research Dopartment of 2011 Madurai District - Product Wise, Ar 13 National Seminar Department of 24 th Presented An Empirical Study 13 National Seminar Department of 24 th Presented An Empirical Study 13 National Seminar Department of 24 th Presented An Empirical Study 14 National Seminar Department of 212 Madurai District a 14 National Seminar Department of 31 st Presented A Study of awarene 14 National Seminar Department of 31 st Presented A Study of awarene 14 National Seminar Department of 31 st Presented A Study of awarene 14 National Seminar Department of 31 st Presented A Study of awarene 14 National Seminar Department of 31 st Presented		-				
ResearchPost Graduate26thPresentedAn Empirical study12ResearchPost Graduate26thPresentedAn Empirical studyColloquiumand ResearchFebruaryRetail Banking iDepartment of2011Madurai District -Commerce,VivekanandaWise and Sector WCollege,College,ComparisonTiruvedakam,Madurai.Comparison13National SeminarDepartment of24thon EMERGINGCommerce,MarchRetail Banking iinvDIANCampus,2012Madurai District ainvDIANCampus,PresentedAn Empirical StudyBANKINGPondicherryUniversity,CustomersINDUSTRY -University,CustomersCustomersOPTIONSIndiaDepartment of31stPresented14National SeminarDepartment of31stPresentedINDIA -Computer2018IndiaINDIA -Computer2018India						
12 Research Post Graduate 26 th Presented An Empirical study 12 Research Golloquium and Research February Retail Banking i 13 National Seminar Department of 2011 Madurai District - 13 National Seminar Department of 24 th Presented An Empirical Study 13 National Seminar Department of 24 th Presented An Empirical Study 14 National Seminar Department of 24 th Presented A Study of awarenee 14 National Seminar Department of 31 st Presented A Study of awarenee 14 National Seminar Department of 31 st Presented A Study of awarenee 14 National Seminar Department of 31 st Presented A Study of awarenee 14 National Seminar Department of 31 st Presented A Study of awarenee 14 National Seminar Department of 31 st Presented A Study of awarenee 14 National Seminar Department of 31 ^s						
Colloquiumand Research Department of Commerce, VivekanandaFebruary 2011Retail Banking i Madurai District - Product Wise, Ar Wise and Sector W Comparison13National Seminar On EMERGINGDepartment of Commerce, Madurai.24th Madurai.Presented Madurai District a Comparison13National Seminar On EMERGINGDepartment of Commerce, Madurai.24th MaduraiPresented Madurai District a perception of th Customers13National Seminar On EMERGINGDepartment of Commerce, March24th Madurai District a perception of th Customers14National Seminar OPTIONSDepartment of Commerce with January31st January14National Seminar On DIGITAL INDUXATION, 				th		
Department of Commerce,2011Madurai District Product Wise, Ar Wise and Sector W Comparison13National Seminar on EMERGINGDepartment of Commerce,24th Madurai.PresentedAn Empirical Study Retail Banking i Madurai District a Presented13National Seminar on EMERGINGDepartment of Commerce,24th MarchPresentedAn Empirical Study Retail Banking i Madurai District a perception of th Customers13National Seminar On EMERGINGDepartment of Commerce,24th MarchPresentedAn Empirical Study Retail Banking i Madurai District a perception of th Customers14National Seminar OPTIONSDepartment of Commerce with January31st JensentedPresented A Study of awarene E – Banking Servic India14National Seminar On DIGITAL INDIA - ComputerComputer 20182018A Study of awarene E – Banking Servic14National Seminar On DIGITAL INDIA - ComputerComputer 20182018India	12			_	Presented	
Image: Commerce, VivekanandaProduct Wise, ArVivekanandaCollege,Wise and Sector WCollege,Tiruvedakam,ComparisonTiruvedakam,Madurai.Comparison13National SeminarDepartment of24thOn EMERGINGCommerce,MarchRetail Banking iITRENDS IN THEKaraikal2012Madurai District aINDIANCampus,Pondicherryperception of thBANKINGPondicherryCustomersINDUSTRY -University,CustomersOPTIONSPersentedA Study of awareneI4National SeminarDepartment of31stODIGITALCommerce withJanuaryE - Banking ServicINDUA -Computer2018IndiaINNOVATION,Application,Custel and a customersINNOVATION,Application,Custel and a customersINNOVATION,SVellaichamyIndia		Colloquium		•		C
Vivekananda College, Tiruvedakam, Madurai.Wise and Sector W Comparison13National Seminar on EMERGINGDepartment of Commerce, March24thPresentedAn Empirical Study Retail Banking in Madurai District a perception of th Customers13National Seminar On EMERGINGDepartment of Commerce, March24thPresentedAn Empirical Study Retail Banking in Madurai District a perception of th Customers14National Seminar OPTIONSDepartment of Pondicherry31stPresentedA Study of awarene E – Banking Servic India14National Seminar ODIGITALDepartment of Commerce with Application, CHELLENGES31stPresentedA Study of awarene E – Banking Servic			_	2011		Madurai District – A
College, Tiruvedakam, Madurai.Comparison13National Seminar on EMERGINGDepartment of Commerce,24thPresentedAn Empirical Stud13National Seminar on EMERGINGDepartment of Commerce,24thPresentedAn Empirical Stud14National Seminar INDIANCampus, Comparison,2012Madurai District a perception of th Customers14National Seminar INDIATDepartment of Commerce with OPTIONS31stPresentedA Study of awarene14National Seminar On DIGITAL INDIA -Department of Computer31stPresentedA Study of awarene14National Seminar INDIA -Computer2018E - Banking Servic India14National Seminar INDIA -Computer2018India14NATION, CHELLENGESS.VellaichamyIndiaIndia						Product Wise, Area
Image: state of the state			Vivekananda			Wise and Sector Wise
Madurai.Madurai.Madurai.13National SeminarDepartment of 24^{th} PresentedAn Empirical Study13on EMERGINGCommerce,MarchRetail Banking ion EMERGINGCommerce,MarchMadurai District aTRENDS IN THEKaraikal2012Madurai District aINDIANCampus,perception of thBANKINGPondicherryperception of thUniversity,CHALLENGESKaraikal,AND STRTEGICPuducherryOPTIONSPersentedA Study of awarenee14National SeminarDepartment of 31^{st} PresentedINDIA –Computer2018E – Banking ServicINDIA –Computer2018India			College,			Comparison
13 National Seminar Department of 24 th Presented An Empirical Study 13 National Seminar Department of 24 th Presented An Empirical Study 0 n EMERGING Commerce, March March Retail Banking i TRENDS IN THE Karaikal 2012 Madurai District a INDIAN Campus, perception of th BANKING Pondicherry antional Seminar perception of th INDUSTRY – University, cHALLENGES Karaikal, AND STRTEGIC Puducherry antional Seminar Department of 14 National Seminar Department of 31 st Presented A Study of awarenee INDIA – Commerce with January E – Banking Servic INDIA – Computer 2018 India INNOVATION, Application, Kellendes S.Vellaichamy			Tiruvedakam,			
Image: Second			Madurai.			
TRENDS IN THEKaraikal2012Madurai District a perception of th CustomersINDIANCampus,IndiaPondicherryIndiaPerception of th CustomersBANKINGPondicherryIndiaIndustrict a perception of th CustomersPerception of th CustomersINDUSTRY -University,IndiaIndiaAND STRTEGICPuducherryIndiaIndiaOPTIONSIndiaDepartment of31stPresentedA Study of awarene E - Banking ServicINDIA -Computer2018IndiaIndiaINNOVATION,Application, CHELLENGESS.VellaichamyIndiaIndia	13	National Seminar	Department of	24 th	Presented	An Empirical Study on
INDIANCampus, Pondicherryperception of th CustomersBANKINGPondicherryCustomersINDUSTRY -University, University,CHALLENGESCHALLENGESKaraikal, Puducherry-OPTIONS14National SeminarDepartment of Computer31stINDIA -Computer2018E - Banking Servic IndiaINNOVATION,Application, CHELLENGESS.Vellaichamy-		on EMERGING	Commerce,	March		Retail Banking in
BANKING Pondicherry INDUSTRY – University, CHALLENGES Karaikal, AND STRTEGIC Puducherry OPTIONS		TRENDS IN THE	Karaikal	2012		Madurai District and
INDUSTRY - University, CHALLENGES Karaikal, AND STRTEGIC Puducherry OPTIONS - 14 National Seminar Options - 0 Digital 0 Commerce with January E - Banking Servic INDIA - Computer 2018 India INNOVATION, Application, CHELLENGES S.Vellaichamy		INDIAN	Campus,			perception of the
CHALLENGES Karaikal, AND STRTEGIC Puducherry OPTIONS Puducherry 14 National Seminar Department of 31 st Presented A Study of awarene 14 National Seminar Department of 31 st Presented A Study of awarene 14 National Seminar Department of 31 st Presented A Study of awarene 14 National Seminar Department of 2018 E – Banking Servic INDIA – Computer 2018 India INNOVATION, Application, India CHELLENGES S.Vellaichamy I I		BANKING	Pondicherry			Customers
AND STRTEGIC OPTIONSPuducherryImage: Stress of the stress of t		INDUSTRY –	University,			
OPTIONS OPTIONS 14 National Seminar Department of 31 st Presented A Study of awarene 14 National Seminar Department of 31 st Presented A Study of awarene 14 On DIGITAL Commerce with January E – Banking Servic 16 INDIA – Computer 2018 India 17 INNOVATION, Application, India 18 CHELLENGES S.Vellaichamy India		CHALLENGES	Karaikal,			
14 National Seminar Department of 31 st Presented A Study of awarene 14 National Seminar Department of 31 st Presented A Study of awarene 14 on DIGITAL Commerce with January E – Banking Servic 16 INDIA – Computer 2018 India 17 INNOVATION, Application, India 18 CHELLENGES S.Vellaichamy India		AND STRTEGIC	Puducherry			
on DIGITAL Commerce with January E – Banking Servic INDIA – Computer 2018 India INNOVATION, Application, E E CHELLENGES S.Vellaichamy E E		OPTIONS				
INDIA – Computer 2018 India INNOVATION, Application, India India CHELLENGES S.Vellaichamy India India	14	National Seminar	Department of	31 st	Presented	A Study of awareness of
INDIA -Computer2018IndiaINNOVATION,Application,IndiaIndiaCHELLENGESS.VellaichamyIndiaIndia		on DIGITAL	Commerce with	January		E – Banking Services in
CHELLENGES S.Vellaichamy		INDIA –	Computer	2018		India
		INNOVATION,	Application,			
		AND GROWTH	Nadar College,			
Nagamalai,						

		Madurai.			
15	National Seminar	Department of	22 nd	Presented	Impact of GST in Small
	on IMPACT OF	Commerce with	December		Businesses
	GST ON SMALL	Computer	2017		Entrepreneurs
	AND MEDIUM	Application,			
	SCALE	S.Vellaichamy			
	INDUSTRIES	Nadar College,			
		Nagamalai,			
		Madurai.			
16					

5. BOOKS PUBLISHED

S.	Book Name	Year	Publisher	ISBN	Place
No					
1	INTERNATIONAL	February,	Shanlax	978-93-	Post Graduate and
	FINANCIAL	2015	Publications, 61,	80657-	Research Department
	REPORTING		TPK Main Road,	89-9	of Commerce,
	STANDARDS A		Vasantha Nagar		Vivekananda College,
	GLOBAL		Madurai.		Tiruvedakam
	ACCOUNTING				
	LANGUAGE FOR				
	LOCAL				
	IMPLICATIONS IN				
	INDIA				
2	INTERNATIONAL	16 Th	Forchung	978-93-	Post Graduate and
	CONFERENCE ON	March	Publications	87865-	Research Department
	MAKE IN INDIA –	2018	Mogappair,	01-3	of Commerce,
	VISION INTO		Chennai.		Vivekananda College,
	REALITY				Tiruvedakam
3	ICSSR SPONSORED	January	Shanlax	978-93-	Post Graduate and
	TWO DAY NATIONAL	2015	Publications, 61,	80657-	Research Department
	CONFERENCE ON		TPK Main Road,	29-5	of Commerce,
	IMPACT OF		Vasantha Nagar		Vivekananda College,
	GLOBALISATION ON		Madurai.		Tiruvedakam
	THE PROSPECTS OF				
	INDIAN BANKING				

	SECTOR				
4	STATE LEVEL	19 TH	Sri Vani	978-81-	Post Graduate
	SEMINAR ON	September	Publications,	909665-	Department of
	CUSTOMER	2015	Madurai.	9-7	Commerce, Theni
	RELATIONSHIP				Kammavar Sangam
	MANAGEMENT				College,
	(CRM)				Koduvilarpatti, Theni
5	National Seminar on	24 th	Shanlax	978-93-	Post Graduate and
	Retail Marketing in	September	Publications, 61,	80657-	Research Department
	India: Trends and	2011	TPK Main Road,	50-9	of Commerce, Mannar
	challenges		Vasantha Nagar		Thirumalai Naicker
			Madurai.		College, Pasumalai,
					Madurai.
6	National Level Seminar	15 th	Limraa	978-81-	Department of
	on EMERGING	February	Publications, 813,	908312-	Commerce, Mary
	TRENDS IN	2018	Ground floor, Devi	8-4	Matha College of Arts
	COMMERCE		Karumariamman		and Science,
			Kovil Street,		Periyakulam, Theni.
			Sadhasivam Nagar,		
			Madurai.		
7	International	12 th	Shanlax	978-93-	Post Graduate and
	Conference on	September	Publications, 61,	87871-	Research Department
	EMERGING TRENDS	2018	TPK Main Road,	79-3	of Commerce,
	IN		Vasantha Nagar		Vivekananda College,
	ENTREPRENEURSHIP		Madurai.		Tiruvedakam
	DEVELOPMENT				
8	National Seminar on	04 th	Shanlax	978-93-	Post Graduate and
	ENTREPRENEURSHIP	January	Publications, 61,	87102-	Research Department
	IN INDIA:	2018	TPK Main Road,	45-3	of Commerce,
	OPPORTUNITIES		Vasantha Nagar		Vivekananda College,
	AND CHALLENGES		Madurai.		Tiruvedakam
9	INNOVATIVE	October	Virudhunagar	978-93-	VHNSenthilkumara
	PRACTICES IN	2015	Hindu Nadars'	81723-	Nadar College,
	FUNCTIONAL		Senthikumara	47-0	Virudhunagar
	MANAGEMENT		Nadar College,		
			Virudhunagar.		

10	WATER	February	Shanlax	978-93-	Department of
	CONSERVATION AND	2015	Publications, 61,	80686-	Economics,
	ITS IMPACT ON		TPK Main Road,	04-2	Vivekananda College,
	INDIAN ECONOMY		Vasantha Nagar		Tiruvedakam
			Madurai.		
11	National Seminar on	23 rd	Shanlax	978-93-	Post Graduate and
	EMERGING ISSUES	January	Publications, 61,	88398-	Research Department
	IN BUSINESS AND	2019	TPK Main Road,	27-5	of Commerce,
	MANAGEMENT		Vasantha Nagar		Vivekananda College,
			Madurai		Tiruvedakam

6. ARTICLES PUBLISHED IN JOURNALS

S.	Journal	Title of the	Month/Year	Vol.	Issue	Page	ISSN	Publisher
No	Name	Article		No	No.	No.		
1	SVNC	Impact of GST in	December	12		191	0976-	Special Edition
	Research	small Businesses	2017				2949	by Department
	Journal	Entrepreneurs						of commerce,
								S.Vellaichamy
								Nadar College,
								Nagamalai,
								Madurai
2	Shanlax	A Study of	January	6	3	1-4	2320-	Shanlax
	International	awareness of E –	2018				4168	International
	Journal of	Banking Services						Journal of
	Commerce	in India						Commerce, 61,
								TPK Main
								Road,
								Vasantha
								Nagar
								Madurai
3	Shanlax	Retail banking in	September	1	1	107	2320-	Shanlax
	International	Madurai District	2014				4168	International
	Journal of	– A Product						Journal of
	Commerce	Wise, Area Wise						Commerce, 61,

		and Sector Wise						TPK Main
		Comparison						Road,
								Vasantha
								Nagar
								Madurai.
4	An	A Study on	October	5	10		2349-	JETIR
	International	Growth and	2018				5162	(<u>www.jetir.org</u>)
	Open Access	Trends in						
	Journal of	Digitalization of						
	Emerging	India						
	Technologies							
	and							
	Innovative							
	Research							
5	Purakala	A Study on	April 2020	31	07	374-	0971-	
	UGC Care	Customer's				380	2143	
	Journal	Perception of						
		Mobile Banking						
		in Madurai City						
6	Journal of	IMPACT OF		17	12	206-	1673-	
	Xi'an Shiyou	RETAIL				213	064X	
	University,	BANKING ON						
	Natural	CUSTOMER						
	Science	SATISFACTION						
	Edition	IN						
		MADURAI						
		DISTRICT						