

Curriculum Vitae

Name : Dr. S. Nagarajan
Date of Birth & Age : 09-09-1983 38 years
Designation : Assistant Professor
Official Address : Dept. of Business Administration
M.V. Muthiah Govt. Arts College for Women
Dindigul – 624 001.
Area of Specialisation : Marketing
Residential Address : 6/1, Sithanathan Street
Palani – 624 601
Dindigul District.
Contact No. : 93600-66155
E-mail-id : nagaraj.tarun@gmail.com
Teaching Experience : 15 years

Academic Qualification :

Exam passed	Board/University	Subjects	Year	Division/Grade
Ph.D.	Annamalai University	Management	August 2015	
M.Phil.	Annamalai University	“	March 2008	I Class
Diploma	Alagappa University	Project Management	May 2005	I Class
PG Diploma	Annamalai University	Personnel Mgt & Industrial Relations	May 2004	I Class
MBA	Annamalai University	Business Administration	May 2005	I Class
B.Sc.	Periyar University	Computer Science	May 2003	I Class
H.Sc.	Matriculation	Maths/Computer Science	March 2000	
SSLC	“		May 1998	

Employment details :

Position	Institution	Period
Lecturer-cum-Liaison Officer	Annamalai University	01-08-2005 to 18-02-2019

Assistant Professor	Govt. Arts College for Women, Nilakottai	19-02-2019 to 22-03-2021
Assistant Professor	M.V. Muthiah Govt. Arts College for Women, Dindigul	23-03-2021 to Till date

Publications :

Name of the Journal	Title of the Paper	Year of Publication & ISSN No.	Volume & Page No.
Journal of Asian Business Management	Performance of Organizational Process and Strategies among the Small and Medium Industries	July – Dec 2012 0974-8636	Vol. 4: Issue 2 243-251
International Journal of Rural Development & Management Studies	Business Performance of Small & Medium Size Industries	July – Dec 2012 0975-0614	Vol. 6 : Issue 2 253-260
European Journal of Business and Social Sciences	Performance of Small and Medium Industries in SIPCOT Industrial Region	November 2014 2235-767X	Vol.3; No.8; 1-6
Annamalai International Journal of Business Studies and Research	Performance Measurement for Effective Management of SIPCOT Industries	April 2015 0975-749X	Special Issue 287-291
EDU WORLD (UGC notification # 62981)	Impact of customer purchase intention on digital marketing in Tamilnadu	April 2018 2319-7129	Vol. XII Issue 6 41-46
Global Journal of Business and Management Research	Organizational Effectiveness of Small and Medium Enterprises	February 2020 2347-7814	Vol.6; Issue 1; 72-76
Dogo Rangsang Research Journal	Green Marketing: Consumers' Attitude and Awareness towards Environmental Protection	May 2020 2347-7180	Vol.10; Issue 5 96-103
KALA Journal of Indian Arts History Congress	Language Tools Communicating in Today's World of Business	2020-2021 0975-7945	Vol. 26: Issue 2(ix) 74-84

KALA Journal of Indian Arts History Congress	Impact of Globalization in Business Communication	2020-2021 0975-7945	Vol. 26: Issue 2(ix) 85-89
Dogo Rangsang Research Journal	Effects of Consumer Buying Behavior on Online Shopping in Tamilnadu	July 2021 2347-7180	Vol.11 Issue 7 152-155

Programme Attended :

Name of the Programme	Organised by	Duration
Orientation Course	Bharathiar University	4/11/2006 to 1/12/2006
Refresher Course in Commerce	Bharathiar University	20/11/2007 to 10/12/2007
MHRD sponsored National seminar on Copyrights	Annamalai University	23/04/2004
UGC sponsored Workshop on Application of Multivariate Tools in Business Research	Annamalai university	22/3/2008
One day International Workshop on Entrepreneurship in the Era of Artificial Intelligence	Mangayarkarasi College of Arts & Science for Women, Madurai	2/3/2020
Live webinar on Top 5 Tools for Co-creation of our own MOOCs Courses	Govt. Arts College for Women, Nilakkottai	15/7/2020
Refresher course on Advanced Research Methodology Tools & Techniques	Ramanujam College university of Delhi under the Aegis of Ministry of Education	30/1/2021 to 14/2/2021
FDP on Academic Writing	Ramanujam College, University of Delhi	18/2/2021 to 24/2/2021
Endowment Programme on Online Teaching Techniques & Practices	Annamalai University	26 & 27 Feb 2021
Workshop on Stress Management using Mindful Techniques	Madura School of Management, Madurai	6/3/2021
International Webinar on Business Capability to Create Social Innovation	Jayaraj Annapakiam Arts & Science College for Women, Periakulam	17/3/2021
FDP on Essential Skills & Technologies for Quality Research	PES College, Mandya, Karnataka	30/3/2021 to 3/4/2021

IQAC Webinar on Intellectual Property Rights	M. V.Muthaiah Government arts college for women, Dindigul	26/4/2021
One day Webinar on Professional Ethics	MVM College Arts & Science for Women, Dindigul	15/5/2021
One day Webinar on Ethics of Communication	MVM college of Arts & Science for Women, Dindigul	19/5/2021
FDP on Teaching Learning Pedagogy & Research for Excellence in Education	Sairam Institute of Management Studies, Chennai	31/5/2021 to 14/6/2021
National Level Webinar on Youtube live stream with simple but stupendous tools	MVM college of Arts & Science for Women, Dindigul	02/06/2021
Managing Online Classes & Co-creating MOOCs (level - 2)	Ramanujam College university of Delhi under the Aegis of Ministry of Education	2/6/2021 to 16/6/2021
Webinar on Procedural aspects in GST	Parvathy Arts & Science College, Dindigul	11/6/2021
National Webinar on Digital Marketing	Parvathy Arts & Science College, Dindigul	17/6/2021
AICTE sponsored FDP on Demistifying Research Metrics (DRM21)	Bannari Amman Institute of Technology, Sathyamangalam	16/6/2021 to 22/6/2021
One day workshop on each reach one through helpers skills	Arulmigu Palaniandavar college of Arts and Culture,Palani	20/06/2021
National level FDP on Dynamics of Imparting Employability Skills & Industry Readiness in the Classroom	Dr. NGP Institute of Technology, Coimbatore	21/6/2021
Blending Education with Advanced Technology for Effective Teaching	Prerna College of Commerce, Nagpur	28/6/2021 to 29/6/2021
UGC sponsored FDP on Transformation in Indian Education through New Education Policy Challenges & Opportunities	St. Aloysius College (Autonomous), Mangalore	5/7/2021 to 11/7/2021
International Workshop on Research Methodology & Statistical Applications (SPSS) for Social Science	Annamalai University	19/7/2021 to 31/7/2021

FDP on Outcome based Education	Karpagam Academy of Higher Education, Coimbatore	26/7/2021 to 1/8/2021
International Webinar on Financial accounting and Enterprise resource planning (ERP)	Jayaraj Annapackiam college for women (Autonomous), Periyakulam	03/09/2021
International Webinar on Emerging business trends driven by COVID-19	Jayaraj Annapackiam college for women (Autonomous), Periyakulam	10/09/2021