

BIO- DATA



Name	Dr. J.J. SOUNDARARAJ
Date of Birth	13th June 1971
Educational Qualification	M.Com., M.Phil., Ph.D., M.B.A (Marketing)., M.Com (Finance & Control)., M.B.A (Finance)., SLET (Commerce-1998)., NET (Management- 2009).
Teaching Experience	24 Years (UG- 24 Years & PG- 19 Years)- Including 2 ½ Years of overseas Teaching Experience in Australian Perspective
Present Position	Assistant Professor, Post Graduate Dept. of Commerce, M.V. Muthiah Govt. Arts College for Women, Dindigul – 624001, Tamilnadu.
Previously Institution	Loyola College (Autonomous), Chennai- 600034 - (15 Years).
Title of the Thesis- Ph.D	Developing Financial and Cash flow Ratio Models to Predict the Financial Distress of Select Private Sector Companies in India
No. of Publications	26 in National & International Journals
Areas of Specialisation in Teaching & Research	Accounting, Marketing, and Corporate Finance
Awards Received	Research Award from Loyola College & Teaching Excellence Awards in Abroad
Marital status	Married
YouTube Channel (own)	https://www.youtube.com/c/DrSOUNDARARAJJ2020 Dr. JJS VIRTUAL ACADEMY OF COMMERCE
Address for Communication	SOUMITA VILLA, Plot No: 18, Sree Sakthi Balaji Nagar, Near-A.G Church, Chinnaiyapuram, Dindigul - 624 004. Tamilnadu
Email ID	profjjsoundar@gmail.com drjjsoundararaj@mvmwgacdgl.ac.in

CAREER OBJECTIVE

To achieve academic excellence through efficient research, learning and teaching.

EDUCATIONAL QUALIFICATION

DEGREE	NAME OF THE UNIVERISTY	YEAR OF PASSING
B.Com	UNIVERSITY OF MADRAS	1991
M.Com	MADURAI KAMARAJ UNIVERSITY	1993
M.Phil (Commerce)	MADURAI KAMARAJ UNIVERSITY	1999
M.B.A (Marketing)	ALAGAPPA UNIVERSITY	2008
M.Com (Finance & Control)	ALAGAPPA UNIVERSITY	2009
M.B.A (Finance)	TAMILNADU OPEN UNIVERSITY	2011
Ph.D (Commerce)	ALAGAPPA UNIVERSITY	2012

PROFESSIONAL QUALIFICATION

Qualification	Subject	Institution	Year of Passing
SLET (State Level Educational Testing for Lectureship)	Commerce	Bharathidasan University (Accredited with UGC)	August, 1998
NET (National Eligibility Test for Lectureship)	Management	UGC, New Delhi	June, 2009

EMPLOYMENT HISTORY

- From 29th July 2016, working as an **Assistant Professor** in the Post Graduate Department of Commerce of M.V. Muthiah Government Arts College for women, Dindigul, Tamilnadu.
- From 5th August 2015 to 28th July 2016, worked as an **Assistant Professor** in the Post Graduate & Research Dept. of Commerce of Government Arts College, Dharmapuri, Tamilnadu.
- From 23rd August 2000 to 4th August 2015, worked as an **Assistant Professor** in the Post Graduate & Research Dept. of Commerce of Loyola College (Autonomous), Chennai.
- Availing Deputation from Loyola College, Chennai for a period from February 2004 to December 2004, went abroad and worked as a **Senior Lecturer, School of Business** and from January 2005 to June 2006, worked as **Head, School of Accounting & Finance**, in the **Institute of Business Studies (IBS)** (affiliated to Southern Cross University & Deakin University, Australia) Port Moresby, National Capital District, **Papua New Guinea (PNG)**.

- ✚ From May 1999 to August 2000, worked as a **Lecturer in Commerce** in Dr. N.G.P Arts and Science College, Coimbatore, India.
- ✚ From June 1997 to April 1999, worked as a **Part-time lecturer** in Madurai Kamaraj University Evening College, Dindigul.
- ✚ During the period from August 1993 to May 1996, served as a **Sales Officer** in the companies named (a) Priya Instant Foods, Chennai (b) Amrit Agro Industries Ltd, U.P and (c) Beem Healthcare – a wholly owned subsidiary of Boots pharmaceuticals, Bombay.

PUBLICATIONS IN NATIONAL & INTERNATIONAL JOURNALS

- 1 An article titled “**Self Help Group: Dawn of Women Emancipation**” has been published in *Zenith International Journal of Multidisciplinary Research*, ISSN: 2231-5780; Volume-6 (10); October 2016; SJ Impact Factor (2013)- 4.326
- 2 An article titled “**Factors influencing Consumers’ Purchase Intentions towards Global Brands of Men Apparels**” has been published in *Journal of Exclusive Management Science- A Monthly International Journal*, ISSN: 2320-866X; Volume-4 Issue-9; September 2015. Impact Factor- 2.78
- 3 An article titled “**The Power of Buzz Marketing**” has been published in *Journal of Exclusive Management Science- A Monthly International Journal*, ISSN: 2320-866X; Volume-4 Issue-3; March 2015; Impact Factor- 2.78
- 4 An article titled “**Buyers’ preference between Flipkart & Ebay.in (E-Tailors)**” has been published in *Cybermall- ‘Is it the next generation Supermall?’*, ISBN 978-93-82271-61-0; 2015.
- 5 An article titled “**PIDE MODEL- a tool for developing powerful brands**” has been published in *Sankhya International Journal of Management and Technology*, ISSN 0975 – 3915; Dec 2012; Impact Factor- 0.348
- 6 An article titled “**Developing Financial Distress Prediction Model using Cash Flow Ratios for Small and Medium sized Indian Private Sector Manufacturing Companies**”, has been published in *International Journal Of Information Technology and Management Sciences-IJITMS*, ISSN-2231-6752; Dec 2012; Volume 2; Impact Factor- 0.867
- 7 An article titled “**Go Viral to multiply your brand awareness**” has been published in *Sankhya International Journal of Management and Technology*, ISSN 0975 – 3915; May 2012; Impact Factor- 0.348
- 8 An article titled “**Impact of Animation on Children**”, published in *International Journal of Research In Commerce, IT & Management (IJRCIM)*, ISSN 2231-5756 (May 2012); Volume-2, Issue No: 5, Pages 98-108; SJ Impact Factor- 4.182.

- 9 An article titled **“100% FDI in Single-Brand retail of India- A Boon or a Bane?”**, published in *Excel International Journal of Multidisciplinary Management Studies* of ZIRAF, ISSN 2249-8834, (MAY 2012); Vol: 2, Issue:5, Pages 132 -146; SJ Impact Factor- 3.89
- 10 An article titled **“Permission Marketing - Interruption is replaced by Invitation”**, published in *Zenith International Journal of Business Economics and Management Research (ZIJBEMR)* of ZIRAF, ISSN 2249-8826, March 2012, Volume:2, Issue:3, Pages 214 – 221; SJ Impact Factor- 4.134
- 11 An article titled **“Indian Brands in the Indian’s Context”** published in *International Journal of Research In Commerce and Management (IJRCM)*; ISSN 0976-2183; VolumeNo.3 (2012), Issue No.1 (January); Pages 68-71; Impact Factor- 3.067
- 12 An article titled **“Try Advertorial to overcome the challenges of commercial clutter”**, published in *Excel International Journal of Multidisciplinary Management Studies* of ZIRAF, ISSN 2249 8834, Volume. 1 – Issue 3; November 2011; Pages 133 – 143; SJ Impact Factor- 3.89
- 13 An article titled **“Building Financial distress model by means of Financial Ratios”**, published in *International Journal of Business Management and Leadership of Research India Publications*, ISSN: 2231-122X Volume. 2 – Number 1 (2011); Pages 25 – 38.
- 14 An article titled **“Evaluation of the benefits and threats of Foreign Direct Investment in Indian Retailing”**, published in *Competency Building Strategies in Business & Technology* of Masilamani Pathipaggam, ISBN 978 – 81 – 921764 – 2- 0, Volume – II, 2011, Pages 228 – 239,
- 15 An article titled **“Take care of the 3P’s that will take care of your Business”**, published in *Ushus Journal of Business Management* of Christ University, Bangalore, India, ISSN 0975 3311 Volume 9. No. 2 July - December 2010
- 16 An article titled **“ FDI in Indian Retailing: An Overview”**, published in the book titled *Impact of FDI on Indian Economy* of Excel Books, New Delhi; 2010; ISBN: 978-81-7446-843-7
- 17 An article titled **“Cash Flow is king”**, published in *International Review of Business and Finance* of Research India Publications, New Delhi, ISSN 0975-6477; Volume I; Number 1-2; (2009), pp. 15-26
- 18 An article titled **“Relevance of Statement of Cash Flows for effective Decision Making”** published in *Current Taxcom News* of Taxcom (India), India, Volume-47, Part-I, Issue No-17, Pages: 171-175; Regd. No: RAJENG/2001/2686; September 12, 2009

- 19 An article titled **“Is it affordable to ignore the importance of Cash Flow Statement?”** published in *Readers Shelf* of J.V.Publishing House, Jodhpur, India, Volume.5, Issue No.12, Pages 37-40; Regd. No: **RAJENG/2004/14700**; September 2009
- 20 An article titled **“Predictive Power of Cash Flow ratios in identification of Financial Distress”** published in *Management Matters* of Loyola Institute of Business Administration (**LIBA**), Chennai, India, Volume 1, Issue 12, pages 64-69; Regn. No. **TNENG/2003/12892**, March-August 2009
- 21 An article titled **“Inevitability of 3 P’s for Sustainable Development”** published in *Readers Shelf* of J.V.Publishing House, Jodhpur, India, Volume.5, Issue No.9, Pages-19 & 20; Regd. No: **RAJENG/2004/14700**; June 2009
- 22 An article titled **“Happy Internal Customers make delightful external customers”** published in *Facts for you* of EFY Enterprises Ltd, New Delhi; **ISSN 0970-2652**, Pages-35-42, July 2009
- 23 An article titled **“Try cash flow ratios for better evaluation of your business”** published in *Current Taxcom News* of Taxcom (India), India, Volume-42, Part-II, Issue No-22, Pages: 133-138; Regd. No: **RAJENG/2001/2686**; November 27, 2008
- 24 An article titled **“Business Ethics in Practice’** published in *Ushus Journal of Business Management* of Christ University, Bangalore, India, Volume-6, Volume-42, No-2, Pages: 38-44; Regd. No: **KARENG/2002/8343**; June-Dec 2007
- 25 An article titled **“Internal Marketing- an ‘Upskilling process’ for the Internal Customers”** published in *Marketing Mastermind* of ICFAI University Press, Volume-VII, Issue-4, Pages 28-31, **ISSN 0972-5156**; April-2007
- 26 An article titled **“Inevitability of ‘positioning’ in the present marketing scenario”** published in *Indian Journal of Marketing* of Associated Management Consultants (P) Ltd, New Delhi; Volume-XXXII, No-12, Pages: 3-5 & 12; Regd. No: 16294/68; Dec 2002;

Written a Guide titled **“Fundamentals of Marketing”**, published by the (IBS) – *Institute of Business Studies, Port Moresby, NCD, Papua New Guinea- (2005)*

Edited the book titled **“Impact of FDI on Indian Economy”**, published by **Excel Books**, New Delhi- 2010; **ISBN: 978-81-7446-843-7**

CITATIONS IN OTHER ARTICLES

1. <https://dergipark.org.tr/en/download/article-file/53334>
2. <https://scindeks-clanci.ceon.rs/data/pdf/0354-3099/2015/0354-30991516075P.pdf>
3. https://soka.repo.nii.ac.jp/?action=repository_action_common_download&item_id=39008&item_no=1&attribute_id=16&file_no=3
4. <https://core.ac.uk/download/pdf/230424123.pdf>
5. <http://www.eamsa.org/wp/wp-content/uploads/2015/12/bgfdgdand.pdf>
6. <https://www.cribfb.com/journal/index.php/ijmri/article/view/97>
7. https://soka.repo.nii.ac.jp/?action=pages_view_main&active_action=repository_view_main_item_detail&item_id=35195&item_no=1&page_id=13&block_id=68
8. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1718209
9. <http://erepository.uonbi.ac.ke/handle/11295/12924>
10. <https://ddd.uab.cat/record/130261>
11. <https://www.tandfonline.com/doi/abs/10.1080/15228916.2017.1278669>
12. http://www.scielo.org.pe/scielo.php?pid=S2077-18862010000200003&script=sci_arttext
13. <https://www.emerald.com/insight/content/doi/10.1108/PRR-06-2019-0016/full/html>
14. <https://almatourism.unibo.it/article/view/8352>
15. <https://journal.unesa.ac.id/index.php/bisma/article/view/2155>
16. https://www.academia.edu/download/50521022/Opportunities_and_challenges_in_FDI.pdf
17. <http://search.ebscohost.com/login.aspx?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=22494561&asa=Y&AN=119728399&h=pKJkFxxsMXETHLsZNfSZnWHOz9KXHfRWwn1pwreKmmPBExKULDn2oIW6YnaCaaVkLMz7j5bO2nVurkTNzgxEwg%3D%3D&crl=c>
18. <https://www.jmra.in/article-details/358>
19. https://www.researchgate.net/profile/Dr_Arun_Kumar/publication/330662022_FOREIGN_DIRECT_INVESTMENT_IN_INDIAN_RETAIL_SECTOR/links/5c4d5b8092851c22a3938524/FOREIGN-DIRECT-INVESTMENT-IN-INDIAN-RETAIL-SECTOR.pdf
20. https://www.researchgate.net/profile/Sugandha_Agarwal5/publication/313767422_Retail_Contributor_to_Indian_Economic_Growth_and_Development/links/59705d3d0f7e9b441739b420/Retail-Contributor-to-Indian-Economic-Growth-and-Development.pdf

21. <https://himanshualwar.com/wp-content/uploads/2020/05/Paper-Himanshu.pdf>
22. <https://www.indianjournals.com/ijor.aspx?target=ijor:ijmss&volume=4&issue=4&article=015>
23. <https://ijemr.in/wp-content/uploads/2018/01/FDI-in-Retail-Sector-India-Definition-of-Attention.pdf>
24. <https://www.academia.edu/download/40596238/IJMSS28Oct3579.pdf>
25. https://www.researchgate.net/profile/Ernest_Arkoh/publication/337561438_THE_INTERNATIONAL_JOURNAL_OF_HUMANITIES_SOCIAL_STUDIES_Adult_Motivation_towards_the_Pursuance_of_Distance_Education_in_Selected_Universities_in_Ghana/links/5dde214ba6fdcc2837ed9836/THE-INTERNATIONAL-JOURNAL-OF-HUMANITIES-SOCIAL-STUDIES-Adult-Motivation-towards-the-Pursuance-of-Distance-Education-in-Selected-Universities-in-Ghana.pdf
26. <https://pradhanaashish.wixsite.com/ikea-investors/references>

ACTED AS THE CHAIR PERSON / RESOURCE PERSON / MODERATOR

1. Acted as the Resource Person in a webinar on the topic “Design Thinking & Leadership”, organised by the Department of Corporate Secretaryship, of mar Gregorios College of Arts & Science, Chennai on 7th June 2021.
2. Acted as the Moderator for a Technical Session on “**Design Thinking & Leadership**” in the International Conference on Business Next 2020, hosted by Loyola College, Chennai- 34 on 5th March, 2020.
3. Acted as the Guest Speaker on 2nd March 2019 in a Programme named ‘**Coffee Break**’, hosted by Vijay Institute of Management (VIM), Dindigul and delivered a Lecture on the topic ‘Scope of MBA, Job Opportunities after MBA, and Trends of Job Market’.
4. Acted as the Chairperson for UG – Commerce, representing Mother Teresa Women’s University, Kodaikanal in the **State Integrated Board of Studies**, organised on 30th October 2018 and 7th December 2018 by TANSCHÉ at Chennai.
5. Delivered a Special Lecture on the topic titled **3P’s for Sustainable Development** to the Faculty and students of Post-Graduate Department of Commerce, Nadar Saraswathi Arts and Science College, Theni on 30th November 2017.

6. Delivered a Special Lecture on the topics titled **Internal Marketing** and **90/10 Principle** to the students of the Department of Management Studies, Nadar Saraswathi Arts and Science College, Theni on 18th July 2017.
7. As the **Resource Person**, offered half day training to the Teachers of E.B.G Mat. Hr. Sec. School, K. Pudhur, Madurai on 6st June 2017 and delivered special lectures on the topic – **Effective Classroom Management**.
8. As the **Resource Person**, offered full day training to the Teachers of St. Mary of Leacu Mat. Hr. Sec. School, Sebastian Nagar, Madurai on 1st June 2017 and delivered special lectures on the topics – **Effective Classroom Management, 90/10 Principle, and Seven Habits of Highly Effective People**.
9. Acted as the **Resource Person** and delivered a talk on “**Demonetisation in India- Is it Superb or Blooper?**” in a National Conference on “Impact of Demonetisation on Indian Economy”, hosted by Research Centre of Commerce, Fatima College, Madurai on 10th March 2017.
10. Participated as the **Moderator for a Panel Discussion in the UGC Sponsored National Conference** on “Cybermall- Is it the next generation Supermall?”, organized by Department of B.B.A & B.Com Corporate Secretaryship, Loyola College, Chennai on 29th January 2015.

SEMINARS & CONFERENCES, CONDUCTED

1. As the **Organising Secretary**, organised a webinar on the topic “Changing dynamics of Mergers and Takeovers” on 02/06/2021 representing the Post Graduate Department of Commerce of M. V. Muthiah Government Arts College for Women, Dindigul.
2. As the **Organising Secretary**, organised a webinar on the topic “e-Value Chain- A Bridge between the consumers and Marketers” on 26/05/2021 representing the Post Graduate Department of Commerce of M. V. Muthiah Government Arts College for Women, Dindigul.
3. As the **Organising Secretary**, organised a webinar on the topic “Transition of Rural Markets from Candle-lite to Satellite era” on 18/05/2021 representing the Post Graduate Department of Commerce of M. V. Muthiah Government Arts College for Women, Dindigul.

4. As the **Convener**, conducted an e.quiz on ‘Marketing Management’ from 06/07/2020 to 15/07/2020 and the quiz has attracted 938 participants around the country. The pass percentage of the e.quiz was 57% only.
5. As the **Conference Director**, conducted a National Conference on “Impact of foreign direct investment on Indian economy”, at Loyola College, Chennai on 10th & 11th Feb, 2010.

SEMINARS, CONFERENCES, FDP, QUIZ & WORKSHOPS, PARTICIPATED

1. Till 2/2/2021, Participated in 27 International webinars, 164 National webinars, 33 Faculty Development Programmes and 21 online workshops.
2. Till 2/2/2021, Passed in 77 e.quiz, conducted by various Colleges and Universities in India.
3. Participated as an Organising committee member in the NAAC sponsored National Level Seminar on Pedagogical Tools in Higher Education, organised by Internal Quality Assurance Cell of M. V. Muthiah Government Arts College for Women, Dindigul on 30th & 31st January 2020.
4. Participated in the National Seminar on Intellectual Property Rights (IPR), organised by Internal Quality Assurance Cell of M. V. Muthiah Government Arts College for Women, Dindigul on 9th March 2019.
5. Participated in the Faculty Development Programme on Challenges and Changes in Revised NAAC Framework, organised by NAAC Wing of M. V. Muthiah Government Arts College for Women, Dindigul on 9th March 2019.
6. Presented a paper titled ‘Buyers’ preference between Flipkart & EBay.in (E-Tailors)’ in the UGC Sponsored National Conference on “Cybermall- Is it the next generation Supermall?”, organized by Department of B.B.A & B.Com Corporate Secretaryship, Loyola College, Chennai on 29th January 2015.
7. Participated as a committee member in an UGC sponsored National Conference on “The Indian Corporate Conundrum- Panacea for the Menace- Start or Stagnate”, conducted by Loyola College, Chennai on 31st January 2014.
8. Participated as a committee member in an UGC sponsored International Conference on “The Global Leviathan- Managing Finance, Investment and Trade- Defeat or Drown”, conducted by Loyola College, Chennai on 29th & 30st January 2014.

9. Participated in a National Conference on “Managing Human Resource in the Knowledge Era”, conducted by Loyola College, Chennai on 24st January 2014.
10. Participated the On Going Faculty Development Training Programme for the Teaching Staff, organized by St. Joseph’s College, Trichy and Jesuit Higher Education Commission of Madurai Province at St. Joseph’s College, Trichy during the period of 19th – 22nd November 2013.
11. Participated a Workshop on “Introduction to Data Analysis”, organized by the Department of Commerce, University of Madras, under the ‘Extension Activity’ of Madras University on 13th November 2013.
12. Participated the Orientation Training Programme, organized by the Professional Training committee and Jesuit Higher Education Commission of Madurai Province at Loyola College, Chennai during the period of 17th – 26th May 2013.
13. Participated in a National Conference on “Green Marketing In India: Emerging Opportunities and Challenges” (GMIEOC 2013), conducted by Loyola College, Chennai on 27th February, 2013.
14. Participated as a committee member in a National Conference on “Commerce Education in 2020- Evolving Relevant Teaching, Learning and Evaluation Pedagogies” organised by Loyola College, Chennai on 2nd March 2012.
15. Participated in a “International Conference on Competency Building Strategies in Business and Technology for sustainable development”, conducted by Sairam Institute of management Studies, Chennai on 22nd and 23rd Sept 2011 and presented a paper on FDI.
16. Participated as a committee member in a “International Conference on Entrepreneurship - youth & Inclusive Development for Brand India”, conducted by Loyola College, Chennai on 25th & 26th February 2011.
17. Participated in a “National Conference on consumer protection”- (NCCP-2010), conducted by Loyola College, Chennai on 15th & 16th December 2010.
18. Participated as a Committee member in an “International Conference on Making Corporate Governance work”, conducted by Loyola College, Chennai on 6th & 7th January 2010.
19. Participated in a “Faculty Development Programme on Financial Markets”, conducted by NSE in association with Loyola College (Autonomous), Chennai on 23rd October 2009.






20. Participated in an “UGC Sponsored Workshop on Question Bank in Commerce” held at Loyola College (Autonomous), Chennai-600 034 on 10th March 2009.
21. Participated in an International Conference on “Innovations- Enhancing the Quality of Life” organized by the Post Graduate and Research Department of Commerce, Loyola College (Autonomous), Chennai- 600 034 on 12th & 13th January 2009.
22. Participated in a “National Conference on Higher Education at Cross roads”- organized by Loyola College (Autonomous), Chennai-600 034 – during 07-09 February 2008.
23. Participated as a Committee member in an International Symposium on “Global Business Opportunities and Challenges” - organised by the department of Commerce of Loyola College (Autonomous), Chennai- 600 034- 15th and 16th February 2007.
24. Participated in a National Conference on “Indian Banking: Challenges in the post Liberalisation era”- organised by the department of Commerce of Loyola College (Autonomous), Chennai- 600 034- on 18th and 19th January 2007.
25. Participated in a National seminar on “Corporate Governance in the current scenario- problems & perspectives”- organised by Bharathidasan Government College for Women (Autonomous), Pondicherry in association with Pondicherry Chapter of SIRC of ICSI and Department of Corporate Secretaryship of Alagappa University, Karaikudi- *September 2000* and presented a paper titled “Corporate Ethical and Unethical Practices- an overview”
26. Participated in a National Conference on “25 Years of Autonomy”- Vision, Experiences and Future Directions- organised by Loyola College (Autonomous), Chennai- 600 034- February 2003.

ORIENTATION / REFRESHER PROGRAMMES & MOOCS - SWAYAM

1. Successfully completed **NPTEL- AICTE Faculty Development Programme** for 12 weeks (September- December 2020) in the subject ‘**Financial Accounting**’ with a score of 84% (**Elite Grade**), offered by IIT- Madras through Swayam.
2. Successfully completed **NPTEL- AICTE Faculty Development Programme** for 12 weeks (September- December 2020) in the subject ‘**Management Accounting**’ with a score of 84% (**Topper in the Exam- Elite Grade**), offered by IIT- Madras through Swayam.

3. Successfully completed a **UGC Paramarsh FDP on “ICT in Teaching and Learning”** with a score of 48/50 in the Final online MCQ Test for six days from 13th July 2020 to 18th July 2020, that was organised by MSP Mandal’s Shri Sivaji College, Parbhani (UGC CPE, Paramarsh & STRIDE).
4. Successfully Completed an **Annual Refresher Programme in Teaching (ARPIT)** in the subject- Commerce, offered by Sri Ram College of Commerce, New Delhi on 16th February 2020.
5. Successfully Completed a **(MOOC) Course titled ‘Introduction to Marketing Essentials’**, offered by IIMB on 23rd May 2019.
6. Successfully Completed an **Orientation Programme**, organized by UGC-HRDC of Madurai Kamaraj University from 20th April 2017 to 17th May 2017.

ADMINISTRATIVE EXPERIENCE

-  Served as the Coordinator for Legal Literacy Club of M.V. Muthiah Government Arts College for Women, Dindigul during the Academic Years 2017-18, 2019-20 & 2020-21.
-  Served as the Placement Officer for the Training and Placement Cell of M.V. Muthiah Government Arts College for Women, Dindigul during the Academic Year 2018-19.
-  Served as Head, School of Accounting and Finance, Institute of Business Studies (affiliated with Southern Cross University & Deakin University, Australia) Port Moresby, National Capital District, Papua New Guinea (PNG) from January 2005 to June 2006.
-  Served as the Coordinator, Chartered Institute of Marketing (CIM- UK) Courses, Institute of Business Studies (affiliated with Southern Cross University & Deakin University, Australia) Port Moresby, National Capital District, Papua New Guinea (PNG) from January 2005 to June 2006.
-  Served as the Coordinator, Department of Commerce (Shift-II), Loyola College (Autonomous), Chennai- 34 during the Academic Year 2009-10.

RESEARCH GUIDANCE





- ✚ As a Research Supervisor (D.2 / M.PHIL / GUIDE/ 2012 / 1078- University of Madras), guided three Candidates towards the completion of Dissertation for M. Phil Programme (Commerce) in Loyola College (Autonomous), Chennai.
- ✚ Recognised Research Supervisor of Periyar University, Salem, for M.Phil and Ph.D in Commerce.
- ✚ Recognised Research Supervisor of Mother Teresa Women's University, Kodaikanal for Ph.D in Commerce.
- ✚ Guided more than 300 Post Graduate Degree students towards completion of their Individual Project work.

SPECIAL AWARDS / ACHIEVEMENTS

- ✚ Ranked as topper with the highest score of 33/34 marks (Commerce Subject) in the selection of Assistant Professors, recruited and appointed by the Tamilnadu Teachers Recruitment Board (TRB) in 2015 for the Government Arts & Science Colleges of the State of Tamilnadu.
- ✚ Received “Dr T.N. ANANTHAKRISHNAN RESEARCH AWARD” for the year 2011-12 from Loyola College, Chennai for significant contribution towards research in Social Sciences.
- ✚ Received teaching excellence awards in Marketing, Accounting and Finance subjects.

ADJUCNT / GUEST FACULTY

- ✚ Taught the subjects namely, Accounting (American perspective), Introduction to Marketing and Financial Management in BBA of IESEG School of Management, Lille Catholic University, France, offered in Loyola College, Chennai. (2006- 2015)
- ✚ Taught ‘Marketing Management’ and ‘Global Marketing’ in PGDMM offered by Loyola Institute of Vocational Education (LIVE) in Loyola College, Chennai (2006-07)

-  Taught the subject, 'Marketing Management' in M.sc Programme (Information Science and Management) of Bharathiyar University offered in Loyola College, Chennai under Distance education programme- (2003)
-  Taught the topics titled "Marginal Costing" and "Capital Budgeting" in the Managerial Development programme (MDP) offered by LIBA, Chennai. (2008-2009)
-  Taught the subject, 'Accounting for Managers' in M.B.A programme, offered in D. G. Vaishnav College (Autonomous), Chennai-106 (2010- 12)
-  Taught the subjects, 'Management Accounting' and 'Marketing Management' in MBA Programme of Pondicherry University - Loyola College Twinning Programme (PULC), offered at Loyola College, Chennai- 34 (2006-2015).

COUNTRIES, VISITED

-  PAUPA NEW GUINEA (PNG)
-  SINGAPORE

I certify that the information given above is true to the best of my knowledge and belief.



(Soundararaj. J. J)

24/06/2021