

Staff Profile

1. Name: **Dr.B.VARADARAJAN**
2. Gender: Male
3. Date of Birth: 15/04/1971
4. Educational Qualifications:



Passed **NET** (National eligibility Test June, 2011- conducted by UGC).

| S. No. | Degree | College/University | Year of passing | Subjects | Grade/ Percentage |
|--------|--------|-----------------------------|-----------------|------------|--|
| 1 | Ph.D | AVC. College (Autonomous) | March 2014 | Commerce | - |
| 2 | M.Phil | A.V.C. College (Autonomous) | 1999-2001 | Commerce | 1 st class with distinction |
| 3 | PG | Annamalai University | 1993-1995 | Commerce | 1 st class |
| 4 | UG | A.V.C. College (Autonomous) | 1990-1993 | Commerce | 1 st class |
| 5 | MBA | Alagappa University | 2010-2012 | Management | 1 st class |

- I am a Recognized Research Adviser for M.Phil., Degree in Commerce of Bharathidasan University, Thiruchirappalli. (Ref.No. 013925 /R.A/ M.PHIL./ Commerce/2008/Date: 19-05-2008)
- I am a Recognized Research Adviser for Ph.D., Programme in Commerce of Bharathidasan University, Thiruchirappalli. (Ref.No. 003832/ph.D K6/ RA/ Commerce)

5. Total Teaching Experience as on 03.09.2019 : 19 Years 2 Months

| Sl. No. | Name of the Institution | From | To | YY//MM/DD |
|---------|-------------------------|------------|---------------|------------|
| 1 | AVC College | 03-07-2000 | Till the date | 15-04-2029 |
| 2 | Others | Nil | Nil | Nil |

6. Total Teaching Experience at AVC College (specify SF/Aided) as on 03.09.2019

| Sl. No. | Institution | From | To | Subjects Taught |
|---------|----------------|------------|------------|--|
| 1 | Self-Financing | 03-07-2000 | 11-10-2013 | <ul style="list-style-type: none"> - Business organization - Marketing - Corporate Finance - Income tax law and Practice - Value Education - Investment management - Organisational behaviour - Psychology for Manager's - Strategic Management - Services Marketing - Research Methodology |
| 2 | Aided | 12-10-2013 | Till date | |

7. Orientations/ Refresher courses attended - Total

4

| Sl. No. | O/R | Title of the course | From | To | Name of the Institution and Place |
|---------|-----|---|------------|------------|---|
| 1 | | Effective Teaching Methods | 06-10-2010 | 11-10-2010 | A.V.C. College (Autonomous) |
| 2 | O | UGC – sponsored 110 th orientation programme conducted UGC-Human Resource Development Centre, Bharathiyar university-Coimbatore. | 18-11-2015 | 15.12.2015 | UGC-Human Resource Development Centre, Bharathiyar university-Coimbatore. |
| 3 | R | Faculty Refreshment Programme | 24.01.2015 | 24.01.2015 | AVC College (Autonomous), Mannampandal , Mayiladuthurai. |
| 4 | R | "Inter Disciplinary Refresher Course in Commerce and Management" | 26-11-2018 | 16-12-2018 | UGC-HRDC, Andhra University, Visakhapatnam, Andhra Pradesh. |

8. Conferences attended – Number 5

- (i) National Conference on “Sustainable Rural Development through “Micro Credit” organized by the Commerce Wing, DDE, Annamalai University and NABARD, held 8th May 2007.
- (ii) International Conference on “Survival and Growth Strategies in Changing Business Scenario” held on 28th & 29th December, 2009, at Annamalai University. DDE. Commerce Wing.
- (iii) Participated in the international conference on Innovation in commerce and management “ held during 10th and 11th august, 2015 organised by the PG Research Department of commerce, AVC College (Autonomous), Mannampandal , Mayiladuthurai.
- (iv) Participated in All India Federation of University and College Teachers Organisations (AIFUCTO) XXIX Statutory Conference & National Seminar “Reforms on Higher Education : Challenges & Opportunities” from 18th – 20th December 2017 in Shirdi (Maharashtra) Organized by the Savitribai Phule Pune University and College Teachers Organisation.
- (v) Participated in International Conference on “Values & Spirituality for Overcoming Challenges” on 8th and 9th June, 2019. At Annamalai University, Annamalai Nagar, Chidambaram. Hosted & Organized by Annamalai University and Brahma Kumaris & Education Wing, RERF, World Headquarters: Mount Abu (Rajasthan).

9. Seminars attended - Number: 22

- (i) Participated in the UGC aided seminar on WTO and Indian Economy” on 9th & 10th March 2000 at A.V.C. Collage (Autonomous), Mannampandal, Mayiladuthurai.
- (ii) Participated in the UGC aided Two days seminar on “International Trade and Foreign Exchange” on 8th & 9th October 2001 at A.V.C.College, Mannampandal,, Mayiladuthurai.
- (iii) Participated in the seminar on “New Paradigms in Management” during 5th march 2005 at A.V.C. College (Autonomous), Mannampandal, Mayiladuthurai.
- (iv) Participated in one day Seminar on “Marketing of Services - “A changing paradigm” on 26th Feb. 2006, organized by Alagappa University, (Study Centre, Sree Radha Krishna Education Trust, Mayiladuthurai)
- (v) Participated two days UGC Aided National Seminar on “VAT A BOON OR BANE” during 17th & 18th Feb. 2007 at A.V.C. College (Autonomous), Mayiladuthurai.
- (vi) Participated in a two days UGC aided National Seminar on inclusive growth dusing 10th & 11th March 2008 at A.V.C. College (Autonomous), Mannampandal, Mayiladuthurai.

- (vii) Attended in two days seminar on “Enhancing the utility of Library resources” organized by Internal Quality Assurance Cell (IQAC), A.V.C. College, Mayiladuthurai.
- (viii) Participated in the UGC sponsored workshop on “Computer Applications in Research” organized by the Research and Development Cell, AVC College (Autonomous) on 14th and 16th February 2011.
- (ix) Participated in the national level Seminar on Management challenges in 21st century held on 27th August 2011, organized by RVS INSTITUTE OF MANAGEMENT STUDIES AND COMPUTER APPLICATION DEPARTMENT, Thiruvettakudy, Karaikal.
- (x) Participated in the National seminar on emerging issues on service sectors organized by the PG Research Department of Commerce on the 10th of March 2012.
- (xi) Participated in the UGC Sponsored Two-day seminar on “TALLY.ERP 9 & OFFICE AUTOMATION” sponsored by UGC Delhi and organized by PG & Research Department of Commerce, AVC College (Autonomous) Mannampandal, held on 27th & 28th March 2012.
- (xii) Participated in the UGC sponsored short term training on “E-CONTENT DEVELOPMENT” organized by the Internal Quality Assurance Cell – AVC College (Autonomous), Mannampandal, Mayiladuthurai from 22.08.2012 to 25.08.2012.
- (xiii) Participated in the UGC Aided a one day Seminar on “Consumerism” organized by the PG & Research Department of Commerce on 15th March 2013, AVC College (Autonomous), Mannampandal, Mayiladuthurai.
- (xiv) Participated in the national Seminar on “Exploring Opportunities for Extension and Outreach Services Through Commerce Education” organized by the Department of Commerce, Annamalai University, Annamalainagar from 20th to 22nd February 2014.
- (xv) Participated in the UGC assisted Guest Lecture entitled “ Judicial Activism Towards prevention of Ragging”, organized by AVC College (Autonomous) Mannampandal, held on 01.10.2014.
- (xvi) Participated in the TANSICHE sponsored National Seminar on “ Exploring Opportunities for Extension and Outreach Services through Commerce Education” organized by the Department of Commerce, Annamalai University, Annamalainagar from 20th to 22nd February, 2014.

- (xvii) Participated in the UGC Sponsored One –day seminar on “Foreign Direct Investment and Business opportunities” Organised by the PG & Research Department of Commerce, AVC College (Autonomous) on October 2014.
- (xviii) Participated in the UGC Sponsored national seminar on STRATEGIC MANAGEMENT PRACTICES IN THE GLOBALISED SCENARIO held at Deva Matha College , Kuravilangadu on 13th and 14th January 2015.
- (xix) Participated in the State Level Seminar on “EMERGING TRENDS IN BANKING’ held on 17th February, 2016, PG and Research Department of commerce, AVC College (Autonomous), Mannampandal, Mayiladuthurai.
- (xx) Participated in the one day State Level Seminar on “New Paradigm in Management” held on 18th February, 2016 organised by Department of Management Studies, AVC College (Autonomous), Mannampandal, Mayiladuthurai.
- (XXI) Participated in One Day International Seminar on “ Sustainable Development I Commerce Management Education” held on 13.03.2019 Organized by Department of Commerce, IDHAYA COLLEGE FOR WOMEN, Kumbakonam.
- (XXII) Participated in intercollegiate seminar on the Topic of “Current Trends in Insurance Sector” on Friday, 27.09.2019 at A.R.C. Visvanathan College, Mayiladuthurai.

10. Workshops attended

–Number

7

- (i) Participated in the two days workshop in “Application of Mathematical and Statistical Tools in Social Science Reach, during 23rd & 24th December 2004.
- (ii) Participated UGC aided workshop on “Office automation Tools” organized by the department of Computer Science and Research Development cell, A.V.C. College (Autonomous) held on 1st & 2nd march 2008.
- (iii) Participated in the workshop on Research methodology for commerce, Economics and Management researchers held on 10th & 11th October 2009, at A.V.C.College (Autonomous) Mannampandal, Mayiladuthurai.
- (iv) Participated in the AICTE Sponsored National Workshop on “Excellence in Management research” held at A.V.C.College of Engineering on 24th _ 27th march 2010.
- (v) Participated in the UGC sponsored workshop on “Computer Applications in research” organized by the Research and Development Cell, A.V.C.College (Autonomous), on 14th & 16th February 2011.
- (vi) Participated in UGC AIDED “WORKSHOP ON QUESTION BANK FOR PART – A QUESTIONS” on 26th & 27th December 2011 held at AVC College (Autonomous), mannampandal Mayiladuthurai.

(vii) Attended the UGC-Sponsored one Day Workshop on “Scientific Writing “ held on 11th October 2014 in AVC College Premises, Mannampandal, Mayiladuthurai.

11. Paper presented

Numbers: 3

- (i) Presented a paper on “Public Distribution System of Food Grain” in the National Level Seminar on Management challenges in 21st century held on 27th August 2011, organized by RVS INSTITUTE OF MANAGEMENT STUDIES AND COMPUTER APPLICATION DEPARTMENT, Thiruvettakudi, Karaikal
- (ii) Presented a paper entitled “Marketing of Electronic Home Appliances – A case study of Associated Marketing Agencies (AMA) in Mayiladuthurai town, in the International Conference on “Innovation in commerce and Management” held during 10th and 11th August, 2015.
- (iii) Presented a paper entitled “ , in the International Conference on “Innovation in commerce and Management” held during 10th and 11th August, 2015.

12. Research Activities:

- (i) Member of Ph.D., Doctoral Committee meeting for Miss. S. Kavitha held on 28th February-2015 at 11.00 am in the Chamber of Principal, Vivekananda College of Arts & Science for Women Sirkali-609 110.
- (ii) Member of Ph.D., Doctoral Committee Meeting of Mrs. M. Krishnaveni (Full Time Research Scholar) held on 30th Oct 2015 at 2.00 pm in the department of Commerce, AVC College (Autonomous), Mannampandal , Mayiladuthurai.
- (iii) Member of Ph.D., Doctoral Committee meeting of Mr.P. Pavalarasan, (Part time Ph.D., Research Scholar) held on 20th september 2016, in the Department of commerce, AVC College (Autonomous), Mannampandal, Mayiladuthurai.
- (iv) Member of Ph.D., Doctoral Committee meeting of Mr. S. Natarajan, (Part time Ph.D., Research Scholar) held on 11th April 2018, in the Department of commerce, AVC College (Autonomous), Mannampandal, Mayiladuthurai.
- (v) Acted as External Examiner for Bharathidasan University Project Viva-Voce. April 2018 on 06-04-2018, A.R.C. Visvanathan College, Mayiladuthurai.
- (vi) Member of Ph.D., Doctoral Committee meeting of Mrs. R. Sathya, (Part time Ph.D., Research Scholar) held on 09th July 2018, in the Department of commerce, AVC College (Autonomous), Mannampandal, Mayiladuthurai.
- (vii) Acted as External Examiner for M.Phil, Viva-Voce Examination on 6-09-2-18n at Department of Commerce Government Arts (Autonomous), Kumbakonam.
- (viii) Member of Ph.D., Doctoral Committee meeting of Mr.P. Pavalarasan, (Part time Ph.D., Research Scholar) held on 14th October 2019, in the Department of commerce, AVC College (Autonomous), Mannampandal, Mayiladuthurai.

13. Other Academic Activities:

- (i) Member of the Board of Examiners for B.Com., degree, Annamalai University, Annamalainagar, Chidambaram.
- (ii) Member of the Board of Examiners for MBA degree, (DDE) Annamalai University, Annamalai Nagar, Chidambaram.
- (iii) Chairman of the questions paper scrutiny Board for the MBA Degree. (DDE) Alagappa University, Karaikudi.
- (iv) On 28.03.2017 I have attended External Examiner for Question Paper Sceutinising Board in THEIVANAI AMMAL COLLEGE FOR WOMEN (Autonomous), Villupuram.
- (v) Member of Board of Studies in Commerce for UG and PG Courses in A.V.C. College (Autonomous). Mannampandal, Mayiladuthurai.
- (vi) Acted as Guest Speaker on 17.03.2018 on the Topic of "Share of Youth in Social Service" Jointly Organised by Bharathidasan University and A.V.C. College (Autonomous), Mannampandal, NSS Units I –VI (191-196) at Vadakarai and Melaparasalur, Nagapattinam District.
- (vii) Appointed as External Board Member for Question Paper Scrutiny bin Department of Commerce on 29-03-2018 at PERIYAR MANIAMMAI Institute of Science and Technology (Deemed to be University), Periyar Nagar, Vallam, Thanjavur.
- (viii) On 07-04-2018 I have attended External Examiner for Question Paper Scrutinizing Board in Department of Commerce, Government Arts College (Autonomous), Kumbakonam.
- (ix) Acted as Resource Person in one day Seminar on the Topic : Recent Trends in Marketing" Organized by Department of Commerce, Kalaimagal College of Arts and Science, Sembanarkoil on 12-07-2018.
- (x) Acted as External Examiner to Conduct Viva-Voce Examination for All M.B.A.,m and M.L.M. Program of December 2018, on 17-02-2019 in the Managerment WING DDE, Annamali University, Annamalai Nagar, Chidambaram.
- (xi) Attended M.B.A. DDE Passding Board as External Examiner on 28-08-2019 in the Department of Business Administration, Annamalai University, Annamalai Nagar, Chidambaram.
- (xii) On 02.04.2019 I have attended External Examiner for Question Paper Sceutinising Board in THEIVANAI AMMAL COLLEGE FOR WOMEN (Autonomous), Villupuram.
- (xiii) Acted as on External Additional Chief Superintendent for the Bharathidasan University Examinations, April 2018 at PC.PT.Dr. MGR Government Arts and Science College, Puthur, Sirkali, Nagapattiam District, to help The Chief Superintendent for the Smooth Conduct of the Examinations.

- (xiv) Member of the Board of Examiners for B.Com., degree, Annamalai University, Annamalai Nagar, Chidambaram at 04-09-2018.
- (xv) Acted as Resource Person on “ Personal Insurance” in the intercollegiate seminar on “ Current Trends in Insurance Sector” on Friday, 27.09.2019 at A.R.C. Visvanathan College, Mayiladuthurai.

14. Other Positions Held in AVC College:

| Sl. No. | Positions held | From | To | Nature of work |
|---------|--|-------------------|-----------|--|
| 1 | Residential Tutor, A.V.C. College Men's Hostel | 2000 | 2002 | Residential Tutor |
| 2 | Co-ordinator for PEKAK Extension Programme | 2003 | 2006 | Co-Ordinator |
| 3 | Co-ordinator for the Welfare of Part Time Working Students both Day & Evening Section of our college | July 2014 onwards | 2016 | To take care of the part time working students |
| 4 | Vice President of Staff & Student Co-operative Store, AVC College (Autonomous) | 2015 Onwards | Till Date | Manage the Students Co-Operative stores |

15. Research Guidance (completed and registered)

| Sl. No. | Degree | Completed No. | Ongoing No. |
|---------|---------|---------------|-------------|
| 1 | M.Phil. | 8 | 1 |

16. Publications:

Papers Published in International Journals :

- ❖ Dr.S.Mayilvaganan and B.Varadarajan (2012), “Antyodaya Anna Yojana Scheme is to Ensure food Security to the Poorest of the Poor” **Pages:**178-182 **Journal Name:** *EXCEL International Journal of Multidisciplinary Management Studies* Vol.2 Issue:2, ISSN:2249-8826
- ❖ Dr.S.Mayilvaganan and B. Varadarajan (2012), “Public Distribution System in Tamil Nadu needs definite Overhauling ” **Journal Name:** *International Journal of Research in Commerce, Economics & Management;* Volume No.2(2012), Issue No.2 (February), ISSN 2231-4245

- ❖ **Dr. B. Varadarajan (2018), “AGRIBUSINESS BLOOMING THROUGH AGRITECH”.** Journal Name: **Iternational Journal of Management and Social Science (IJMSS), Special Issue on Advancement in Business in the Digital Era. Issue Vol.8 (1.2): PP. 152-154, September 2018. p-ISSN 2249-0191. e – ISSN 2349 – 9761.**
- ❖ **Dr. B. Vardarajan (2019), “ A study on Influence of television Advertisements on Buying Behaviour of Youth towards Cosmetic Products in Ariyankuppam, Puducheery”** Journal Name: **International Journal of Emerging Techology and Innovative Research, International Peer Reviewed, Open Access Journal, ISSN : 2349-5162, Impact Factor: 5.87.**

Papers Published in Conference Proceedings

- ❖ **B.Varadarajan** and Dr.S.Mayilvaganan, “ **Public Distribution System: An Effective Management of Food Grains”** , **Book Name: Survival and Growth Strategies for Business Dynamics** Book Edited by Dr.T.Aranganathan, Dr.K.Vijayarani, Dr.R.Elangovan, Dr.K.Sundar and Dr.T.Srinivasan, Commerce Wing DDE, Annamali University. **Book Publisher: Scitech Publications (India) Pvt.Ltd,Chennai-17. ISBN:9788183712620.**
- ❖ **B.Varadarajan (2012), “ Public Distribution System is a Poverty Alleviation Programme which contributes towards the Social Welfare of the people”** , Proceedings of the National Seminar on “Emerging Issues on Service Sector” Edited by Dr.R.Prakash Babu, PG & Research Department of Commerce, A.V.V.M.Sri Pushpam College, Poondi. **ISBN: 9789380509051.**
- ❖ **Dr. B.Varadarajan & R.Vanitha (2015) “Marketing of Electronic Home Appliances – A case study of Associated Marketing Agencies (AMA) in Mayiladuthurai town”,** **Journal Name:** International Journal of Advanced Scientific Research & Development. Volume No.2, Special Issue No.2 Version 02, **p-ISSN 2394-8906; e-ISSN 2395-6089; Impact Factor: 2.415**

17. Residential Address:

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