

Profile



Name : **Dr.G. KARTHIKEYAN**
Gender : Male
Date of Birth : 25th May 1983
Designation : Assistant Professor in Commerce

EDUCATIONAL QUALIFICATIONS : **M.Com.,M.Phil.,UGC-NET.,M.B.A.,Ph.D.,**

Course	Institution	Year of Passing	% of Marks	Class
SSLC	Govt. High School, Poonthottam (Board of Secondary Education, Tamil Nadu)	April 1998	65.4	First
HSC	Govt.Hr.Sec.School, Peralam (Board of Higher Secondary Examination, Tamil Nadu)	March 2000	68.75	First
B.Com.,	NSC Bose College, Thiruvarur (Bharathidasan University)	April 2003	67.50	First
M.Com.,	A.V.C. College (Autonomous) Mayiladuthurai (Bharathidasan University)	April 2006	79.41	Distinction (University 1 st Rank – Gold Medal)
M.Phil.,	A.V.C. College (Autonomous) Mayiladuthurai (Bharathidasan University)	2007	86.40	Distinction
UGC – NET	University Grants Commission	2010	-	-
M.B.A	Alagappa University (DDE) Karaikudi	2012	66	First
Ph.D.,	A.V.C. College (Autonomous) Mayiladuthurai (Bharathidasan University)	2015	-	Highly Commended

COMPUTER KNOWLEDGE : Tally, MS-Office

TEACHING EXPERIENCE:

S.No	College	From	To
1.	PG & Research Department of Commerce, A.V.C. College (Autonomous), Mannampandal, Mayiladuthurai- 609 305.	04-07-2008	30-04-2009 SF
		17-06-2009	30-04-2010 SF
		16-06-2010	05-09-2017 SF
		06-09-2017 Aided	Till Date

AWARDS AND PRIZES :

1. Bharathidasan University First Rank in M.Com.,-Shri K.Santhanam Endowment Prize 2006 – Gold Medal.
2. Gold Medal for having secured First Rank in M.Com., in the Semester Examinations held in 2004-2006.
3. Puthogaram Thiru.M.S.K.Muthaiya Pillai – Tmt.Ambigai Ammal Prize for Highest Marks secured in First year M.Com.,
4. Best Student in B.Com.,
5. B.Com., First Prize in Part-III

EXTRA CURRICULAR ACTIVITIES :

- ❖ National Service Scheme (“A” Grade Distinction)

Participated in the *ten days Special NSS Camping Programme* organized by Nethaji Subash Chandra Bose College, Tiruvarur from 07th March to 16th March, 2002.

- ❖ Acted as Contingent Leader for NSS Tamilnadu Team in NSS Adventure Camp 2018.

Acted as **Contingent Leader for the Tamilnadu NSS Team from Bharathidasan University** and Participated in the *NSS Adventure Camp 2018 at Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports (ABVIMAS), Manali, Himachal Pradesh* from 22nd September, 2018 to 01st October, 2018 (10 Days).

RESEARCH GUIDANCE :

Ph.D				M.Phil			
Full-Time		Part-Time		Full-Time		Part-Time	
Doing	Awarded	Doing	Awarded	Doing	Awarded	Doing	Awarded
-	-	03	-	01	01	01	-

Ph.D

S.No	Name of the Research Scholar	Broad Topic	Session	Status
01.	Mrs.S.Kanagadhra (Part-Time) Assistant Professor of Commerce, A.V.C.College (Autonomous), Mannampandal.	Services Marketing	January 2018	Doing
Ref.No.26316/Ph.D.K4/Commerce/Part Time/January 2018 Dt:18.12.2017				
02.	Mrs.R.Sathya (Part-Time) Assistant Professor of Commerce, A.V.C.College (Autonomous), Mannampandal.	Agricultural Marketing	January 2018	Doing
Ref.No.26314/Ph.D.K4/Commerce/Part Time/January 2018 Dt:18.12.2017				

03.	Mr.M.C.Yadunandan (Part-Time) Assistant Professor, Department of Commerce & Management, Government First Grade College, Rajaji Nagar, Bengaluru - 560 010	Entrepreneurship	January 2019	Doing
Ref.No.006573/Ph.D.K6/Commerce/Part Time/2019 Dt: 08.01.2019				

M.Phil

S.No	Name of the Research Scholar	Topic	Status
01.	Ms.M.Murugeswari (Reg.No: M16F9904) - Full Time	Social Media and its impact on Consumer Behaviour - A Study with reference to Mayiladuthurai Town	Awarded (October 2017)
02.	Ms.P.Krishnaveni (Reg.No:M17P9603) Part Time	Broad Topic: Marketing	Doing
03.	Ms.R.Srimathi (Reg.No: M18F9907) Full Time	Broad Topic: Marketing	Doing

SEMINARS ATTENDED:

1. Participated in two days *UGC Aided National Seminar on "VAT-A Boon Or Bane"* held on 17th & 18th February,2007 organized by PG & Research Department of Commerce, A.V.C.College (Autonomous), Mannampandal, Mayiladuthurai.
2. Attended the *Seminar on "Enhancing the Utility of Library Resources"* held on 20th & 21st February, 2009 organized by IQAC, A.V.C.College (Autonomous), Mannampandal, Mayiladuthurai.
3. Participated in the UGC sponsored *National Seminar on "Investment Awareness"* jointly organized by the Ministry of Corporate Affairs, The Institute of Cost and Works Accountants of India(ICWAI), Puducherry Chapter and PG & Research Department of Commerce, A.V.C.College (Autonomous), Mannampandal, Mayiladuthurai, held on 19th &20th November,2010.
4. Participated in the *UGC sponsored International Seminar on "Emerging Dimensions of Banking Sector in the Global Scenario"* held at the Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli - 12 during 21-22, January 2011.
5. 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, Karaikal - 609 609.
6. Participated in the *UGC sponsored one day Seminar on "Foreign Direct Investment: Impact and Vision Ahead"* held on 24th February, 2012 organized by the Department of Economics, Government College for Women (Autonomous), Kumbakonam.

7. Participated in the UGC sponsored *Two-day Seminar on "TALLY.ERP 9 & Office Automation"* organized by P.G. & Research Department of Commerce, A.V.C.College (Autonomous), Mannampandal – 609 305 held on 27th & 28th March, 2012.
8. Participated in the UGC aided a *one-day Seminar on "Consumerism"* organized by P.G. & Research Department of Commerce, A.V.C.College (Autonomous), Mannampandal – 609 305 held on 15th March, 2013.
9. Participated in the UGC sponsored *one day Seminar on "Foreign Direct Investment and Business Opportunities"* organized by P.G. & Research Department of Commerce, A.V.C.College (Autonomous), Mannampandal – 609 305 held on 6th October, 2014.
10. Participated in the UGC sponsored *National Seminar on "Strategic Management Practices in the Globalised Scenario"* held at Deva Matha College, Kuravilangad, Kottayam District, Kerala on 13th and 14th January, 2015.
11. Participated in the *National Seminar on "Emerging Trends in Human Resource Management"* organized by the Department of Business Administration, St.Xavier's College (Autonomous), Palayamkottai on 8th February, 2016.
12. Participated in the *State Level Seminar on "Emerging Trends in Banking"* organized by P.G. & Research Department of Commerce, A.V.C.College (Autonomous), Mannampandal – 609 305 held on 17th February, 2016.
13. Participated in the *One-day State Level Seminar on "New Paradigm in Management"* organized by Department of Management Studies, A.V.C.College (Autonomous), Mannampandal – 609 305 held on 18th February, 2016.
14. Participated in the *National Level Seminar on "Corporate Governance"* organized by Department of Commerce, Annai College of Arts & Science, Kumbakonam held on 3rd March, 2016.
15. Participated in the *International Seminar on "E-Governance – Challenges and Prospects"* organized by the Department of Management Studies, Annai College of Arts & Science, Kumbakonam on 21st September, 2016.
16. Participated in the International Seminar on *"Globalisation – A SWOT Analysis"* organized by the PG & Research Department of Commerce and PG Department of Management, Idhaya College for Women, Kumbakonam on 22nd September, 2016.
17. Participated in the National Seminar on *"Current Scenario in E-Business"* organized by the PG Department of Commerce & Business Administration, Krishnasamy College of Science, Arts & Management for Women, Cuddalore on 8th October, 2016.
18. Participated in the International Seminar on *"Management Education and Entrepreneurship in the Globalized Business Environment"* organized by Department of B.Com (C.A) & M.B.A, Sengunthar Institute of Management Studies & Sengunthar Arts and Science College, Tiruchengode – 637 205.

19. Participated in the One Day National Seminar on “ *Emerging Issues in Business and Management*” organised by the Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam West, Madurai on 23rd January, 2019.
20. Participated in the ICSSR sponsored Two Day National Seminar on “ *Rural Women Empowerment- A way of sustainable Development*” organised by Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi on 9th & 10th January, 2019.
21. Participated in the National Level Seminar on “ *Indian Business Environment: Past Reforms and Challenges Ahead*” organised by the Department of Commerce & Commerce (CA), Nandha Arts & Science College, Erode on 15th February, 2019.

CONFERENCES ATTENDED:

1. Participated in the *National Conference on “CRM: New Challenges for Indian Industries”* organized by the Commerce Wing, Directorate of Distance Education, Annamalai University, Annamalainagar held on 6th September, 2008.
2. Participated in the *International Conference on “Survival and Growth Strategies in Changing Business Scenario”* organized by the Commerce Wing, Directorate of Distance Education, Annamalai University, Annamalainagar held on 28th & 29th December, 2009.
3. Participated in the *8th National Conference on “Ethics in Business and Corporate Governance”* organized by the Commerce Wing, Directorate of Distance Education, Annamalai University, Annamalainagar held on 15th December, 2010.
4. Participated in the *National Level Conference on “Entrepreneurship”* organised by Department of Commerce, Annai College of Arts & Science, Kumbakonam held on 16th October, 2014.
5. Participated in the *National Conference on “Consumer Protection”* organized by Citizen Consumer Club & P.G. and Research Department of Commerce, Kaamadhenu Arts and Science College in association with Civil Supplies and Consumer Protection Department, Government of Tamilnadu held on 14th February, 2015.
6. Participated in the *UGC sponsored National Conference on “Investor Information & International Investments”* organized by the P.G. & Research Department of Commerce, Government College for Women (Autonomous), Kumbakonam held on 6th & 7th March, 2015.
7. Participated in the *International Conference on “Innovation in Commerce and Management”* organized by P.G. & Research Department of Commerce, A.V.C.College (Autonomous), Mannampandal - 609 305 held on 10th & 11th August, 2015.

8. Participated in *International Conference on "Bridging Urban Rural Divide-Techno Management Perspective"* organized by the Centre for Development Studies, School of Management, Sastra University, Thanjavur held on 26th & 27th February, 2016.
9. Participated in RBI sponsored *State Level Conference on "Role of RBI in Rural Economy"* organised by the Department of Commerce, AIMAN College of Arts & Science for Women, Trichy held on 4th October, 2016.
10. Participated in the *International Conference on "Recent Trends in Commerce & Management"* organized by Department of Commerce (C.A.), Sengunthar Arts and Science College, Tiruchengode - 637 205 held on 1st February, 2017.
11. Participated in the *International Conference on "Modern Trends in Accounting, Banking and Digital Marketing"* organized by School of Commerce, Self-Finance Wing, Erode Arts and Science College (Autonomous) held on 22nd February, 2019.

WORKSHOPS ATTENDED

1. Participated in the *TANSCHE sponsored Workshop on "Research Methodology for Commerce, Economics and Management Researchers"* organized by the Commerce Wing, Directorate of Distance Education, Annamalai University, Annamalainagar held on 10th & 11th October, 2009.
2. Participated in the *AICTE sponsored National Workshop on "Excellence in Management Research"* organized by Department of Management Studies, A.V.C. College of Engineering, Mannampandal, Mayiladuthurai held on 24th to 27th March, 2010.
3. Participated in the *UGC sponsored Workshop on "Computer Applications in Research"* organized by the Research and Development Cell, A.V.C. College (Autonomous), Mannampandal on 14th and 16th February, 2011.
4. Participated in *TANSCHE sponsored 5-Day National "A to Z - Research Workshop"* conducted by School of Commerce, Bharathiar University, Coimbatore from 16th to 20th March, 2011.
5. Participated in the *UGC aided Workshop on "Question Bank for Part-A Questions"* organized by Internal Quality Assurance Cell & Office of the Controller of Examinations, A.V.C. College (Autonomous), Mannampandal on 26th & 27th December, 2011.
6. Participated in the *Bharathidasan University sponsored Five days "Entrepreneurship Training Workshop for College Teachers"* organized by Entrepreneurship Development Cell, A.V.C. College (Autonomous), Mannampandal during 22nd to 27th March, 2013.
7. Participated in the *UGC sponsored One day Workshop on "Scientific Writing"* organized by Internal Quality Assurance Cell and Research & Development Cell, A.V.C. College (Autonomous), Mannampandal held on 11th October, 2014.
8. Participated in the *Workshop on "Business Statistics"* organized by Department of Business and Industrial Management, Veer Narmad South Gujarat University, Surat, Gujarat, during 9th -10th May, 2015.

9. Participated in the *Intercollege workshop "Deen BUCOM Fest -16"* organized by the Department of Commerce and Business Administration, Deen College of Arts & Science, Nidur, Mayiladuthurai held on 17th March, 2016.
10. Participated in the *One-day workshop on "Data Analysis in SPSS"* organized by Department of Management Studies, A.V.C.College of Engineering, Mannampandal, Mayiladuthurai held on 21st April, 2016.

TRAINING PROGRAMMES ATTENDED

1. Attended a *Five-day Faculty Improvement Programme on "Effective Teaching Methods"* organized by the Internal Quality Assurance Cell from 6th October 2010 to 11th October, 2010 at A.V.C.College (Autonomous, Mannampandal, Mayiladuthurai.
2. Attended the *UGC sponsored short term training on "E-Content Development"* organized by the Internal Quality Assurance Cell, A.V.C.College (Autonomous), Mannampandal, Mayiladuthurai, from 22nd to 25th August, 2012.
3. Attended the *"Tally Financial Accounting Program"*, at National Computing Technology, Thanjavur.
4. Attended the *"RRC Programme Officers Meeting and RRC Peer Educators Training Programme"* on 1st July 2013 at Bharathidasan University, Tiruchirappalli.
5. Participated in the *faculty Development Programme on "Multivariate Statistical Techniques for Management Research"* on 2nd & 3rd September, 2013 organized by School of Management, St.Joseph College of Engineering & Technology, Palai, Kottayam, Kerala.
6. Attended the *"RRC Programme Officers Meeting and RRC Peer Educators Training Programme"* on 14th August, 2014 at Bharathidasan University, Tiruchirappalli.
7. Participated in the *"Special Training on First Aid and Road Safety"* held at A.V.C. Thirumana Mandapam in Mayiladuthurai on 10th October, 2015 organized under the sponsorship of Bawa Honda, Mayiladuthurai.
8. Participated in the *Training of Trainers on "Environment and Sustainable Development for NSS Programme Officers"* held from 8th to 12th August, 2016 organized by the Department of Economics, Annamalai University in association with Rajiv Gandhi National Institute of Youth Development.

ORIENTATION COURSE ATTENDED

1. Attended the NSS Orientation Course conducted by Empanelled Training Institution, Madras School of Social Work, Egmore, Chennai from 25th to 31st July, 2012

PAPER PRESENTED IN SEMINAR & CONFERENCE

1. Presented a paper entitled *"Small and Medium Enterprises – The Hub of Rural India"* in the International Conference on *"Survival and Growth Strategies in changing Business Scenario"* held on 28th & 29th December, 2009 organized by Commerce Wing –DDE-Annamalai University, Annamalinagar.

2. Presented a paper entitled "*Unethical Practices of the Marketers*" in the 8th National Conference on "Ethics in Business and Corporate Governance" held on 15th December, 2010 organized by Commerce Wing -DDE-Annamalai University, Annamalainagar.
3. Presented a paper entitled "*Level of Customer Satisfaction- A Study with reference to Indian Bank Mayiladuthurai Branch*" in the UGC Sponsored International Seminar on "Emerging Dimensions of Banking Sector in the Global Scenario" held on 21st & 22nd January, 2011 organized by Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli.
4. Presented a paper entitled "*HRM in Banking*" in the UGC Sponsored International Seminar on "Emerging Dimensions of Banking Sector in the Global Scenario" held on 21st & 22nd January, 2011 organized by Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli.
5. Presented a paper entitled "*Work Life Balance of Women Employees*" 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, Thiruvettakudy, Karaikal.
6. Presented a paper entitled "*Foreign Direct Investment in India - An Overview*" in the National Level UGC Sponsored One Day Seminar on " Foreign Direct Investment: Impact and Vision ahead" held on 24th February, 2012 organized by Department of Economics, Government College for Women (Autonomous), Kumbakonam.
7. Presented a paper entitled "*Entrepreneur in India - cursory look*" in the National Level Conference on "Entrepreneurship" held on 16th October, 2014 organized by Department of Commerce, Annai College of Arts & Science, Kumbakonam.
8. Presented a paper entitled "*Strategic Management Practices - A Roadmap to success*" in the UGC Sponsored National Seminar on "Strategic Management Practices in the Globalised Scenario" held on 13th & 14th January 2015 organized by the Post Graduate Department of Commerce (Academic Partnership with Indian Accounting Association and Co-Sponsored by Mahatma Gandhi University, Kottayam), Deva Matha College, Kuravilangad, Kottayam Dt., Kerala - 686633.
9. Presented a paper entitled "*Online Consumers Buying Behaviour - A Study with reference to Mayiladuthurai Town, Nagapattinam*" in the National Conference on "Consumer Protection" held on 14th February, 2015 organized by Citizen Consumer Club & PG and Research Department of Commerce (In association with Civil Supplies and Consumer Protection Department, Government of Tamilnadu), Kaamadhenu Arts and Science College, Sathyamangalam, Erode District.
10. Presented a paper entitled "*Role of SEBI in a Stock Exchange an Overview*" in the UGC Sponsored National Conference on "Investor Information & International Investments" held on 6th & 7th March, 2015 organized by PG & Research Department of Commerce, Government College for Women (Autonomous), Kumbakonam.

11. Presented a paper entitled "*Rural Credit Structure in Nannilam Taluk of Thiruvarur District, Tamilnadu*" in the International Conference on "Innovation in Commerce and Management" organized by P.G. & Research Department of Commerce, A.V.C.College (Autonomous), Mannampandal - 609 305 held on 10th & 11th August,2015.
12. Presented a paper entitled "*Management in Modern Era*" in the National Seminar on "Emerging Trends in Human Resource Management" held on 08th February, 2016 organized by Department of Business Administration St. Xavier's College (Autonomous), Palayamkottai.
13. Presented a paper entitled "*Change Management - A Road Map to Success*" in the National Seminar on "Emerging Trends in Human Resource Management" held on 08th February, 2016 organized by Department of Business Administration, St. Xavier's College (Autonomous), Palayamkottai.
14. Presented a paper entitled "*Corporate Social Responsibility - A cursory Look*" in the National Level Seminar on "Corporate Governance" held on 3rd March, 2016 organised by Department of Commerce, Annai College of Arts & Science, Kovilacheri, Kumbakonam.
15. Presented a paper entitled "*Problems in the Marketing of Agricultural Goods*" in the intercollege workshop held on 17th March, 2016 organised by Department of Commerce and Business Administration, Deen College of Arts & Science, Nidur, Mayiladuthurai.
16. Presented a paper entitled "*Role of E-Governance in India*" in the International Seminar on "*E-Governance - Challenges and Prospects*" organized by the Department of Management Studies, Annai College of Arts & Science, Kumbakonam on 21st September, 2016.
17. Presented a paper entitled "*Online Marketing in India*" in the National Seminar on "Current Scenario in E-Business" organized by the PG Department of Commerce & Business Administration, Krishnasamy College of Science, Arts & Management for Women, Cuddalore on 8th October, 2016.
18. Presented a paper entitled "*Policy Measures to Promote Women Entrepreneurship in India - A Critical Study*" in the International Seminar on "*Management Education and Entrepreneurship in the Globalized Business Environment*" organized by Department of B.Com (C.A) & M.B.A, Sengunthar Institute of Management Studies & Sengunthar Arts and Science College, Tiruchengode - 637 205 on 11th January,2017.
19. Presented a paper entitled "*Human Resource Management: A Challenging Scenario in the Indian Context*" in the International Conference on "Recent Trends in Commerce & Management" organized by Department of Commerce (C.A.), Sengunthar Arts and Science College, Tiruchengode - 637 205 held on 1st February,2017.
20. Presented a paper entitled "*Growth of Women Entrepreneurs in India - An Overview*" in the One Day National Seminar on " Emerging Issues in Business and Management" organised by the Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam West, Madurai on 23rd January, 2019.

21. Presented a paper entitled "*Problems faced by Women Entrepreneurs in India*" in the ICSSR sponsored Two Day National Seminar on "Rural Women Empowerment- A way of sustainable Development" organised by Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi on 9th & 10th January,2019.
22. Presented a paper entitled "*Consumer Perception towards Goods and Service Tax*" in the National Level Seminar on "Indian Business Environment: Past Reforms and Challenges Ahead" organised by the Department of Commerce & Commerce (CA), Nandha Arts & Science College, Erode on 15th February,2019.
23. Presented a paper entitled "*Digital Marketing Benefits and Strategies -an Overview*" in the International Conference on "Modern Trends in Accounting, Banking and Digital Marketing" organized by School of Commerce, Self-Finance Wing, Erode Arts and Science College (Autonomous) held on 22nd February, 2019.

PUBLICATIONS

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Papers Published in International Journals:

1. **G.Karthikeyan** and Dr.S.Mayilvaganan (2011), "*Service Gap Analysis – A Study With Reference to Public Sector Banks*" Journal Name: *EXCEL International Journal of Multidisciplinary Management Studies* Vol.1 Issue:3, December 2011, ISSN:22498834 Pages:234-241
2. Dr.S.Mayilvaganan and **G.Karthikeyan** (2012), "*Level of Customer Satisfaction -A Study With Reference to Indian Bank, Mayiladuthurai Branch*" Journal Name: *International Journal of Research in Commerce & Management*; Volume No.3,Issue No.9, September 2012, ISSN 0976-2183 Pages:128-132
3. Dr.S.Mayilvaganan and **G.Karthikeyan** (2012), "*Grievance Redressal Procedure adopted by Banking ombudsman*" Journal Name: *Asia Pacific Journal of Research in Business Management*; Volume No.3, Issue No.10 October 2012, ISSN 2229-4104 Pages:64-71
4. Dr.S.Mayilvaganan and **G.Karthikeyan**,(2012) "*Marketing of Banking Services*" Journal Name: *International Journal of Marketing and Technology*; Volume No.2,Issue No.11 November 2012, ISSN 2249-1058 Pages:134-139
5. **G.Karthikeyan** and Dr.S.Mayilvaganan (2013), "*Customer Satisfaction towards the Services of Public Sector Banks in Mayiladuthurai Town*" Journal Name: *Annamalai Journal of Management* Vol.5 Issue:1, December 2013, ISSN:0974-0406 Pages: 49-52
6. **Dr.G.Karthikeyan** (2015), "*Measuring Customers' Perception in the Banking Industry*" Journal Name: *Paripex Indian Journal of Research* Vol. 4, Issue 8, August 2015, ISSN: 2250-1991, Impact Factor:3.4163, Pages: 162-164, Impact Factor: 3.4163
7. **Dr.G.Karthikeyan** (2015), "*Pradhan Mantri Jan-Dhan Yojana Scheme – An Overview*" Journal Name: *International Journal of Physical & Social Sciences* Vol. 5, Issue 9, September 2015, ISSN: 2249-5894, Impact Factor:4.962, Pages: 667-671 Impact Factor: 4.962

8. **Dr.G.Karthikeyan** and Dr.S.Mayilvaganan (2015), “*Rural Credit Structure in Nannilam Taluk of Thiruvarur District, Tamilnadu*” Journal Name: *International Journal of Advanced Scientific Research & Development* Vol.02, Special Issue 02, Version 01, 2015, pISSN: 2394-8906,e-ISSN:2395-6089 Pages: 92-97 Impact Factor: 5.62
9. **Dr.G.Karthikeyan** (2016), “*Problems faced by Online Consumers*” Journal Name: *International Journal of Current Research and Modern Education* Vol. I, Issue I, 2016, ISSN(online): 2455-5428, Pages: 166-169 Impact Factor: 3.165
10. **Dr.G.Karthikeyan** (2016), “*Problems in the Marketing of Agricultural Goods*” Journal Name: *International Journal of Multidisciplinary Research and Modern Education* Vol. II, Issue I, 2016, ISSN(online): 2455-6119, Pages: 233-235 Impact Factor: 3.015
11. **Dr.G.Karthikeyan** (2016), “*International Accounting Standards – An Overview*” Journal Name: *International Journal of Multidisciplinary Research and Modern Education* Vol. II, Issue II, 2016, ISSN(online): 2454-6119, Pages: 346 - 350 Impact Factor: 6.725
12. **Dr.G.Karthikeyan** and Dr.S.Mayilvaganan (2016), “*Corporate Governance Principles – An Overview*” Journal Name: *AE International Journal of Multidisciplinary Research*, Special Issue November – 2016, ISSN 2348-6724, Pages: 154 - 155, Impact Factor: 2.78
13. Dr.S.Mayilvaganan and **Dr.G.Karthikeyan** (2016), “*Customers’ Perception towards Bank Deposits in Urban Co-operative Banks, Nagapattinam District, Tamilnadu*” Journal Name: *AE International Journal of Multidisciplinary Research*, Special Issue November – 2016, ISSN 2348-6724, Pages: 169-173, Impact Factor: 2.78
14. S.Natarajan, Dr.R.Rajan Babu and **Dr.G.Karthikeyan** (2017), “*Usage of E-Banking Services offered by Public and Private Sector Banks in Nagapattinam District, Tamilnadu*” Journal Name: *International Journal of Current Research and Modern Education*, Volume 2, Issue 1, 2017, ISSN (online) 2455-5428, Pages: 202-207, Impact Factor: 6.725
15. **Dr.G.Karthikeyan** (2017), “*Problems and Prospects of Anglers – A Study with reference to Poompuhar Village of Nagapattinam District, Tamilnadu*” Journal Name: *European Journal of Research*, Vienna, Austria, No.3 (3), 2017, ISSN (online) 2521-3261, Pages: 62-71, Impact Factor: IFS 3,8/UIF 2,7
16. **Dr.G.Karthikeyan** (2018), “*Customer Satisfaction and Banking Services – A study with reference to Public and Private Sector Banks in Nagapattinam District, Tamilnadu*” Journal Name: *Journal of Emerging Technologies and Innovative Research*, Volume 5, Issue 8, August 2018, ISSN:2349-5162, Pages:660-665, Impact Factor: 5.87

Papers Published in Seminar/Conference Proceedings :

1. Dr.S.Mayilvaganan and **G.Karthikeyan** (2009), “*Small and Medium Enterprises – The Hub of Rural India*” Pages:451-454 Book Name: “Social and Human Resource Development issues in Contemporary Business” Book Edited by Dr.T.Aranganathan, Dr.K.Vijayarani, Dr.R.Elangovan, Dr.K.Sundar and Dr.T.Srinivasan Book Publisher: Scitech Publications (India) Pvt.Ltd,Chennai-17. ISBN:9788183712637
2. Dr.S.Mayilvaganan and **G.Karthikeyan** (2010), “*Unethical Practices of the Marketers*” Pages: 125-128 Book Name: “Business Ethics and Corporate Governance” Book Edited by: Dr.T.Aranganathan, Dr.S.V.Murugesan and Dr.K.Thamizhselvan Book Publisher:Anuragam Chennai – 17. ISBN:938062726-2
3. Dr.S.Mayilvaganan and **G.Karthikeyan** (2012), “*Foreign Direct Investment in India – An Overview*” Pages:55-58 Book Name: “Foreign Direct Investment: Impact and Vision Ahead” Book Edited by: Mrs.V.Lakshmi and Dr.P.Mala Book Publisher: Meera Pathippagam, Pudukkottai – 622 001. ISBN:978-93-80481-15-9
4. **G.Karthikeyan** (2019), ““*Growth of Women Entrepreneurs in India – An Overview*” Pages: 47-49 Book Name: “Emerging Issues in Business and Management” Book Edited by: Dr.T.Venkatesan, Et.al., Book Publisher: Shanlax Publications, Madurai – 625 003. ISBN: 978-93-88398-27-5

Book Chapter Published:

1. **Dr.G.Karthikeyan (2016)**, Book Chapter Name: “*Measuring Status of Micro Level Services of Banks*” Pages:37-47 Book Name: “Changing Trends in Economic Development” Book Edited by: Dr.Padmavathy C and Dr.Manoj Kumar Mishra Book Publisher: Book Hill Publishing House, Germany. ISBN:978-93-83778-58-0

Book Edited:

1. Book Name: “**Innovation in Commerce and Management**” (2017) Proceedings of the Two-day International Conference on “Innovation in Commerce and Management” (ICONICOM-2015) Book Published by: PG & Research Department of Commerce, A.V.C.College (Autonomous), Mannampandal – 609 305. Printed at *Aadhi Pathippagam* 15, Mariamman Koil Street, Pavitram, Tiruvannamalai – 606608. ISBN: 978-81-922235-8-2.

OTHER ACADEMIC ACTIVITIES

- ❖ Acted as a **Resource Person** for the *UGC-NET Examination Coaching Programme* held at A.V.C.College (Autonomous) during the year 2011.
- ❖ **Member Board of Studies in Commerce** – A.V.C.College (Autonomous), Mannampandal.
- ❖ Acted as a **Resource Person** for the *Banking Competitive Examination Coaching Programme* held at A.V.C.College (Autonomous) during the year 2012-13
- ❖ Acted as a **Quiz Master** and conducted the Inter School Quiz Program organized by Gurugnanasambandar Mission Matriculation Higher Secondary School, Mayiladuthurai. (08-12-2014)

- ❖ **Academic Counsellor** – IGNOU Programme – Study Centre: A.V.C.College (Autonomous), Mannampandal, Study Centre Code: 2508.
- ❖ **Chairman** – Alagappa University Distance Education – B.Com – Question paper Scrutiny Board: Attended Question Paper Scrutiny Board Meeting on 10-09-2011 at Alagappa University, Karaikudi.
- ❖ **Chairman** – Alagappa University Distance Education – B.Com – Question paper Scrutiny Board: Attended Question Paper Scrutiny Board Meeting on 08-09-2012 at Alagappa University, Karaikudi.
- ❖ **Nominated as Best NSS Programme Officer** for Indira Gandhi NSS Award for the year 2014-2015 from A.V.C.College (Autonomous), Mannampandal to Bharathidasan University.
- ❖ **Chairman** – Alagappa University Distance Education – MBA (HRM) – Question paper Scrutiny Board: Attended Question Paper Scrutiny Board Meeting on 11-11-2016 at Alagappa University, Karaikudi.
- ❖ **Chairman** – Alagappa University Distance Education – MBA (Common) – Question paper Scrutiny Board: Attended Question Paper Scrutiny Board Meeting on 23-03-2017 at Alagappa University, Karaikudi.
- ❖ Acted as **Co-ordinator** for ISBN & ISSN Publications of Two-Day International Conference on Innovation in Commerce and Management (ICONICM-2015) organized by PG & Research Department of Commerce, A.V.C.College (Autonomous), Mannampandal, Mayiladuthurai – 609 305.
- ❖ **Member** – Department Research Committee (DRC)
- ❖ **Member** – Ph.D., Doctoral Committee
- ❖ **Member** – CIA Attendance Verification Committee
- ❖ Acted as a **Resource Person** in “NSS Orientation Programme” organized by NSS units of Best Arts and Science College, Sirkali held on 3rd July, 2017.
- ❖ **Chairman** – Alagappa University Distance Education – MBA (S&PM) – Question paper Scrutiny Board: Attended Question Paper Scrutiny Board Meeting on 29-08-2017 at Alagappa University, Karaikudi.
- ❖ Acted as a **Resource Person** and delivered a special lecture on “*Role of youths in Social Service*” in the NSS special camp organised by the NSS Units of Dharmapuram Adhinam Arts College, Dharmapuram On 20th September 2017.
- ❖ Acted as a **Resource Person** and conducted the *Six days hands-on-training on “Tally.ERP.9”* (From 6th Dec.2018 to 7th Dec. 2018 & 10th Dec.2018 to 13th Dec.2018) to the Non-teaching staffs working in Office of A.V.C.Group of Educational Institutions, Mannampandal at A.V.C.College (Autonomous), Mannampandal.

- ❖ Acted as a **Resource Person** for the *UGC-NET Examination Coaching Programme* held at A.V.C.College (Autonomous), Mannampandal on 13th December,2018.
- ❖ Acted as a **Resource Person** and delivered a special lecture on “*Impact of Demonetization in Indian Economy*” in the Intercollegiate Seminar organised by the Department of Commerce with Computer Application, Dharmapuram Adhinam Arts College, Dharmapuram on 14th March, 2019.
- ❖ Acted as a **Resource Person** and delivered a special lecture on “*Consumer Protection Act*” in a lecture organised by the Citizen Consumer Club of A.V.C.College (Autonomous), Mannampandal on 15th March, 2019.

CO-CURRICULAR ACTIVITIES:

Positions Held in AVC College (Autonomous)

Sl. No.	Positions held	From	To
1.	Programme Officer, National Service Scheme (NSS)	July,2012	Till Date
2.	Programme Officer, Red Ribbon Club (RRC)	July,2012	Aug, 2015
3.	Member in the UG & PG Application Processing Committee	2011	2014
		2016	2018
4.	Member, Seating & Stage Decoration Committee	2012	Till Date
5.	Member, CIA Overall Attendance verification Committee	2012	2014
6.	PEKAK Co-ordinator	2010	2011
7.	Member, Students Discipline Maintenance Committee	2009	2010
8.	Member, Catering Committee	2008	2010
		2012	2013
9.	Member, Stage Committee	2010	2012
		Aug 2017	Till Date
10.	Member, Magazine & Calendar Committee	To prepare the college magazine for 2011-12 and Calendar for 2012-13.	
		To prepare the college magazine for 2013-14 and Calendar for 2014-15.	
		To prepare the college magazine for 2018-19 and Calendar for 2019-20	
11.	Placement Officer – Commerce Department	2017	Till Date
12.	Co-ordinator – TARGET CE	Oct. 2018	Till Date
13.	Co-ordinator – Convocation Committee	Oct. 2018	Till Date

Position Held in Other Institution

Sl. No.	Positions held	From	To	Nature of work
1.	Master Trainer	06-04-2010	11-05-2010	Census Duty – House listing & Housing Census & Preparation of National Population Register (NPR) (Census of India 2011)
2.	Presiding Officer	17-04-2019	18-04-2019	Acted as a Presiding Officer and conducted 2019 Mayiladuthurai Parliamentary General Election Work at Sirkali Assembly Constituency

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