

Staff Profile



1. Name : **Dr. M.MATHIVANAN**
Head & Associate Professor,
Research Advisor,(Senator - BARD),
PG & Research Department of Commerce
[**marimathivanan**]
2. Father Name ;Mr. K.Mari
3. Mother Name : Mrs.Pappu Ammal
4. Gender :Male
5. Date of Birth : 08-04-1966
6. Birth Place : Panchanathikkulam Nadusethi, Vedaraniyam, TK,
Nagapattinam, Dt, Tamil Nadu - 614714
Mobile No. **8940694095**
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7. Educational Qualifications:

S. No.	Degree	College/University	Year of passing	Subjects	Grade/ Percentage
1	B.Com	Bharathidasan	1988	Commerce	II
2.	M.Com	Annamalai	1990	Commerce	I
3.	M.Phil	Annamalai	1992	Commerce	I
4	B.Ed	Annamalai	1993	Commerce	II
5.	Ph.D	Bharathidasan	2010	Commerce	Commended

8. Total Teaching Experience

Sl. No.	Name of the Institution	From	To	YY//MM/DD
1	AVC College	17/06/1997	Till date	22Years
2	Others	-	-	-

9. Total Teaching Experience at AVC College (specify SF/Aided) as on 17.06.2019

10.

Sl. No.	Institution	From	To	Subjects Taught	Remarks
2	Aided	17/06/1997	Till	Commerce	Aided

11. Orientations/ Refresher courses attended - Total

12.

Sl. No.	O/R	Title of the course	From	To	Name of the Institution and Place
1	OC	Orientation Course	2/7/99	29/07/99	ASC. Pondicherry
2	RC	RC in Commerce on Business Studies	5/11/01	25/11/01	Annamalai University
3	RC	RC in Commerce on Business Studies	06/10/10	26/10/10	ASC. Coimbatore

11. Details of Ph.D Guidance:

I Awarded/Guided

S.No	Candidate Name	Dissertations Title	Year of Awarded
1.	P.Arivazhagan	Buying Patterns of Consumer Durable Goods with reference to Selected Organized and Unorganized Retail Outlets in Chennai City.	Aug.2016
2.	A.Muthukumaran	Customer Preferences and Satisfaction towards Selected Mobile Phone Service Providers in Nagapattinam District of Tamil Nadu	Jan.2017
3.	R.Devi Anbarasi	Impact of Non-commercial Advertisements on Television Viewers in Nagapattinam District .	Sep.2017

II Ongoing

S.No	Candidate Name	Title of Research	Year of admitted
1.	M.Krishnaveni	Consumption Pattern of Milk – A Comparative study unprocessed Natural and Processed Branded Milk in Tiruvarur District	2014
2.	S. Ramesh	Problems and Issues of Marketing Fish in the Coastal district Nagapattinam District – A Study	2015
3.	R.Ezhilarasan	Policyholder perception towards LIC Product – A study with Reference to Rural Policyholders Thanjvur District.	Thesis Submitted
4.	D. Sangeetha	Using Pattern of Golden Ornaments by the Users of Nagapattinam district - A Study	2015
5.	C.Sridevi	Buying Pattern of Consumer Goods through Online Marketing	2015
6.	C. Sangeetha	Organic Marketing	2017
7.	R.Anitha	Job Satisfaction of Employees – A Comparative study women Teachers Private and Govt. schools in Nagapattinam District	2018

12. M.Phil Guidance Details

S.No	Candidate Name	Dissertations Title	Year of Awarded
1.	M.Murali-	Economics of Prawn in Nagapattinam District – A Study	2004
2.	A.Muthukumaran	FMGC & Distribution Network – A Study with Special Reference to Colgate Palmolive Co. Ltd., in Mayiladuthurai	2004
3.	I-Priya 2K4FT 12442	Effectiveness of TV Advertisements on the Popularity of Shampoo I Mayiladuthurai Town	2005
5.	P.Vanathi- M07 9911	Brand Preference of Two Wheelers in Nagapattinam District	2008
6.	S.Yamunadevi - M09 9904	Problems and Prospects of the Beneficiaries of NREG Scheme in Nagapattinam District – A Study	2010
7.	D.Sangeetha -	Buying pattern of Golden Ornaments by the women users of Nagapattinam District – A Study	2012
8.	G.Parameswari	Impact of Non-Commercial Television Advertisements on the Viewers of Nagapattinam District – A Study	2013
9.	K.Kanan- 2K3PT 12248	Popularity of News paper Advertisements with Reference to Nagapattinam district - A Study	2013
10.	S.Ahila – M11 9601	Brand Preference of Mobile Phone By the users of College Girl Student- A Study	2013
11.	R.Anitha – M12 9907	Awareness of Green marketing Products in Mayiladuthurai Town	2013
12.	G.Saritha – M13 9903	Satisfaction Towards Mobile Network Service With Reference to Prepaid Card Users in Mayiladuthurai Town	2014
13.	G.Kalaiselvi	User Satisfaction towards India post and Private Couriers – A Comparative Study in Sirkali Taluk	2014
14.	M.Sudha – M13 9913	Using Pattern of Washing Detergent by the Users of Nagapattinam District	2014
15.	TG.Dhivya – M14 9907	A Study on the customer Satisfaction Towards e-banking Services of Karur Vysya Bank, Thenampet Branch ,Chennai	2015
16.	A.Dayana- M14-9902	Problems and Issues of Junk Food Marketing with Reference to School Children in Mayiladuthurai Town	2015
17.	N.Rajeswari	Impact of Television Advertisements on the Home-makers towards the purchase of Branded Masala Products – A Study with Reference to the rural Areas of Mayiladuthurai	2016
18.	M.Poornima- M16F9905	Consumption Pattern of Organic and Inorganic Food Items – A Comparative Study in the rural areas of Sirkali Taluk	2017
19.	P.Meenakshi	Marketing of handmade Products by the Narikurvars in Nagapattinam – A Study	2017

13. Other Positions Held in AVC College:

Sl. No.	Positions held	From	To	Nature of work
1.	Member- Admission Committee-AVC	1997 2008	2007 Till date	Selection & Admission Work - College
2.	Member - Students Admission Committee-Welfare Hostel	1999 2010	2007 2015	Selection & Admission Work – Hostels
3.	NSS Programme Officer-AVC	2003	2005	Organising various Social work & Awareness Programs
4.	Secretary – Research Scholar Associations-AVC	2005	2007	Organising Seminar & Meeting
5.	Secretary – Staff Council-AVC	2010	2011	Arranging Council meeting
6.	Member Discipline Committee	2004	2005	Maintaining discipline
7.	Secretary- Student Grievances Cell	2010	2013	Take Remedy for problems & issues of the students
8	Member – Anti Tobacco Committee	2016		
9.	Coordinator- PEKAK (for Commerce students)	2008	2009	Organizing various social works & Programmes
10.	Coordinator for UGC XI Plan RCC for SC/ST/OBC and Minorities	2010	2012	Organizing RCC Classes
11.	Chief Coordinator PEKAK	2014	Till Date	Organizing various social works & Programmes
12.	Member, Examination Committee	2014	2016	Organizing Examination Work
13.	Coordinator – SC/ST/BC/MBC welfare Scholarship	2012	2018	Collecting and Scrutinizing Scholarship form
14.	Student OD in charge on behalf of Principal	2016	Till date	Signing the Students ODs on behalf of Principal for NCC,NSS, Sports Fine Arts and etc
15.	Senator - BARD	2017	Till Date	Teacher Senator

6. Attended 2 Days Seminar on “**Inclusive Growth**”, Sponsored by UGC, New Delhi, organized by AVC. College, Mayiladuthurai on 10th and 11th March 2008.
7. Attended 2 Days Seminar on “**Enhancing the Utility of Library Resource**” organized by the IQAC, AVC. College (Autonomous), Mayiladuthurai on 20th & 21st February 2009.
8. Attended 2 Days Seminar on “**Investment Awareness**”, jointly organized by the ICWAI Pudhucherry Chapter & Department of Commerce, AVC. College (Autonomous), Mayiladuthurai on 19th & 20th November 2010.
9. Attended 2 Days UGC sponsored Seminar on “**Tally ERP & Office Automation**”, organized by the PG & Research Department of Commerce, AVC. College (Autonomous), Mayiladuthurai on 27th & 28th March 2012.
10. Attended one day National seminar on “**Entrepreneurship – The Pathway to Progress**” organized by National College (Autonomous) Tiruchirappalli on 17th September 2013.
11. Attended one day Seminar on “**Consumerism**” organized by A.V.C. College (Autonomous) Mannampandal – Mayiladuthurai on 15th March 2013.
12. Attended UGC Sponsored one day Seminar on “**Foreign Direct Investment and Business Opportunities**” organised by A.V.C. College (Autonomous) Mannampandal – Mayiladuthurai, on 6th October 2014.
13. Attended two days National level seminar on “**Approaches and Challenges of Rural Development Programmes**” Organised by Department of Economics, Annamalai University Annamalai Nagar. During 6th and 7th March 2015.
14. Attended one day National seminar on “**Innovation and Strategic Business Practices in the Global Economy**” Organized by M.R.Government Arts College Mannargudi, 23rd January 2015.
15. Attended one day Inter National seminar on “**Capital Outstanding – Prospect & Challenges**” organized by Rajagiri Dawood Batcha College of Arts and Science RDB Institute of Management, on 26th march 2015.
16. Attended one day National seminar on “**Emerging trends in Human Resource Management**” Organised by St. Xavier College (Autonomous) Palayamkottai, 8th February 2016.
17. Attended one day National seminar on “**Corporate Governance**” Organized by Annai College of Arts and Science Kovilacheri-Kumbakonam, on 3rd March 2016.

18. Attended one day state Level Seminar on “**New Paradigm in Management**”, organized by the Management Studies Department, AVC.College (Autonomous), Mannampandal, held on 18th February **2016**.
19. Attended one day Inter National seminar on “**Challenges of Business Leaders in the Changing Management World**” Organised by Rajagiri Dawood Batcha College of Arts and Science & RDB Institute of Management on 9th March 2016

15. **Workshops attended:** **Number** = **[11]**

- 1) Participated 2 day Workshops on “**Application Mathematical and Statistical Tools in Social Science Research**”, Organized by the Department of Commerce, A.V.C. College (Autonomous), on 23rd & 24th December 2004.
- 2) Participated 2 day Workshop sponsored by UGC on “**Computer Application in Research**”, Organized by Research and Development Cell, A.V.C. College (Autonomous), on 14th & 16th February 2011.
- 3) Attended 4 days UGC Sponsored workshop on “**E-Content Development**”, held at AVC College (Autonomous) from 21 to 24th August 2012.
- 4) Attended UGC Sponsored Two days workshop on “**Tally ERP9 and Office Automation**” organised by A.V.C. College (Autonomous) Mannampandal – Mayiladuthurai, during 27th & 28th March 2012.
- 5) Attended UGC Sponsored Two days workshop on “**Tally ERP9 and Office Automation**” organised by A.V.C. College (Autonomous) Mannampandal – Mayiladuthurai, during 27th & 28th March 2012.
- 6) Attended UGC Sponsored Four days workshop on “**Short term Training on E-content Development**” organised by A.V.C. College (Autonomous) Mannampandal – Mayiladuthurai, from 22nd August 2012 to 25th August 2012.
- 7) Attended Five days Bharathidasan University Sponsored workshop on “**Entrepreneurship Training Workshop for College Teachers**”, organized by AVC College (Autonomous) from 22nd to 27th March 2013.
- 8) Attended Five days workshop on “**Entrepreneurship Training Workshop for College Teachers**” organised by A.V.C. College (Autonomous) Mannampandal – Mayiladuthurai, during 22nd March 2013 to 27th March 2013.
- 9) Attended Two days State Level workshop on “**Issues in Indian Economy: National and Global Perspectives**” Organised by Poompuhar College (Autonomous) Melaiyur, during 18th and 19th December 2014.

10) Attended the 2 days Workshop on “**Business Statistics**” organized by Department of Business and Industrial Management, VEER NARMAD South Gujarath University, Surat, during 9th & 10th May 2015.

11) Attended one day Workshop on “**Problems and Challenges of Social Marketing**” organised by Deen College of Arts and Science Nidur – Mayiladuthurai, on 17th March 2016.

16. Training Programmes attended : Number = [5]

1. Participated the “**General Orientation Course**”, for 10 days at Madras School of Social Work at Chennai , during 4th to 13th October 2004
2. Attended 12 Days Training Programme Sponsored by ICSSR on “**Research Methodology and Computer Application In Social Science**” at Cardamom Planters Association College, Bodinayakkanoor. during 17th to 28th April 2006,
3. Attended the **Four days** Faculty Development Programme in “**Banking and Financial Services**”. – Conducted by ICICI Bank at Chennai from October 13th to 16th October 2008.
4. Attended the one day UGC Sponsored Symposium on “**Research Report Writing in Commerce – Experimental Gaps**”, organised by the Dept. of Commerce, Annamalai University on 29/03/2011.
5. Attended one day UGC sponsored short term training programme on “**E-content Development**”, organized by IQAC, A.V.C. College (Autonomous) Mannampandal – Mayiladuthurai from 22nd to 25th September 2012.

17. Paper Presentations ; Number = [27]

1. Presented a paper on “**Recent Trends in NSS Projects and Programs**”, held at Jamal Mohamed College, Trichy, on 13th & 14th 2004.
2. Presented on Paper on “**Mobile Banking – A technological Need for Banking Industry in India**” Organized by Department of Commerce, Poompuhar College, on 22nd December 2014.
3. Presented a Paper on “**Social Responsibility of Retail Traders**”, Organized by Department of Commerce, Poompuhar College, on 22nd December 2014.
4. Presented a Paper on “**Green Marketing and Green Business is Gong Green for Sustainable Development**” Organized by Department of Economics Poompuhar College, on 18th & 19th December 2014.

5. Presented a Paper on “**Recent Trends Retail Marketing**”, Organized by Department of Economics Poompuhar College, on 18th & 19th December 2014.
6. Presented a Paper in the UGC sponsored National Seminar on “**Problems and Prospects of Retail Marketing in Marine Fishing**”, organized by Poompuhar College (Autonomus), Melaiyur on 22nd December 2014.
7. Presented a Paper in the UGC sponsored National Seminar on “**Mobile Banking – A Technology Meed for Banking Industry in India**”, organized by Poompuhar College (Autonomus), Melaiyur on 22nd December 2014.
8. Presented a Paper on “**Retail Management Trends in India**” Organized by M.R. Government College Mannargudi, on 23rd January 2015.
9. Presented on Paper on “**Changing Faces of Rural Marketing in India**” Organized by Swami Vivekananda Institute of Management, Thanjavur, on 13th February 2015.
10. Presented a Paper on “**SEBI – A Super watch Dog of Share Market**”, One day International Seminar organized by RDB Institute of Management, Rajgiri Dawood Batcha College of Arts & Science, Papanasam, Thanjavur, 26th March **2015**.
11. Paper Presented on “**A Study on factor influencing the purchase decision of Consumer Durable Goods**”, Organized by Department of Business Administration, VEL TECH HIGH TECH Dr. Rengarajan Dr.Sakundala Engineering College, Chennai, on 15th September **2015**.
12. Paper Presented on “**Capital Outsource – Prospects and Challenges**”, Two National Conference organized by PG & Research Department of Commerce, Govt. College for Women (Autonomous), Kumbakonam on 6th & 7th March **2015**.
13. Paper Presented in the UGC –SAP sponsored 2 days National Seminar on “**Over View of Pudhu Vazhvu Scheme in Tamil Nadu – A Study**”, organized by Department of Economic, Annamalai University during 6th & 7th March **2015**.
14. Paper Presented in the UGC –SAP sponsored 2 days National Seminar on “**Problems and Prospects of Mahatma Gandhi National Rural Employment Guarantee Scheme – A Study**”, organized by Department of Economic, Annamalai University during 6th & 7th March **2015**.
15. Paper presented the International Conference on “**Emerging Trends and Innovation in Management**” organized by Dept. of Business Administration, SRM University, Chennai, on 26th February **2015**.

16. Paper presented the National Level seminar on **“Corporate Governance”** Organized by the Department of Commerce , Annai College of Arts & Science, on the **3rd March 2016**.
17. Presented a Paper in the National Conference on **“Sustainable Development and the role of Green HR”**, organized by Guru Nanak College (Autonomous), Chennai, on **2^{6th} August 2016**.
18. **Attended in the State level Conference on “Role of RBI in Rural Economy”**, organized by AIMAN College of Arts & Science for Women, Trichy on **4th Oct 2016**.
19. Presented a paper entitled on, **“Awareness of Green Marketing Products in Mayiladuthurai Area – A study”** in the National level Conference on Environmental Sustainability through Green Strategies organized by A.E.T. College, Narasingapuram on **14th Oct 2016**.
20. Participated and Presented a paper entitled,” **Consumption pattern of Organic Foods Width Reference to the college Students of Mayiladuthurai Town”** in the “National level Conference on Contemporary Issues in Commerce and Management” organized by St. Joseph’s College of Arts and Science for Women, Hosur on **1st Sep 2016**.
21. Presented a Paper on **“Determinants of Mediclaim Policyholders Awareness and Perception”**, Organized by Department of Commerce & Management, Rajgiri Dawood Batcha College of Arts & Science, Papanasam, Thanjavur, **9th March 2016**.
22. Presented a paper entitled, **“Consumer Behavior towards online shopping on Consumer goods - A Study with preference to Mayiladuthurai Town”** in the National level Conference on Consumer Protection (NCCP – 2017) organized by Kaamadhenu Arts & Science College, Sathyamangalam on **10th Feb 2017**.
23. Presented a Paper on **“The Way to Get Success- A Study”**, Organized by Department of Commerce & Management, Deen College of Arts & Science, Nidur, Mayiladuthurai on **1^{7th} March 2017**.
24. Presented a paper entitled,” **Impact of Various E – Banking services on retail banking system – “A study with Reference to Mayiladuthurai Town”** in the National level Conference on A New Beginning of Indian Financial System organized by Sridevi Arts & Science College, Ponneri on **01st Feb 2017**.
25. Presented a paper entitled, **“Consumer Behavior towards online shopping on Consumer goods - A Study with preference to Mayiladuthurai Town”** in the National level Conference on Consumer Protection (NCCP – 2017) organized by Kaamadhenu Arts & Science College, Sathyamangalam on **10th Feb 2017**.

9. **Mathivanan.M. and Krishnaveni.M(2016), “Tamil Nadu Milk Co-operatives an Over View”, Journal Name: Gurunanak Journal of Multidisciplinary Research, ISSN:- 2277-1409, August 2016, Today Printers, 192, Bells Road, Chennai.**
10. **Mathivanan.M, Dayana.A(2016), “Problems and Issues of Junk food Marketing with reference to School Children in Mayiladuthurai – A Study”, Journal Name: International Journal of Advanced Scientific Research and Development, ISSN: 2394-8906, Volume -2, Version-01,pp.215-223, Karaikkal-609603.**
11. **Mathivanan.M and P.Arivazhagan (2014), “Buying Patterns of Consumer Durables Goods with reference to selected Organized and unorganized Retail Outlets in Chennai City” Journal Name: International Journal of Research in Commerce, IT & Management” Vol.4, Issue:7, July 2014.**
12. **Mathivanan.M (2013), “Consumer Perception towards brand preference of Mobile Phone Service Providers” Journal Name: International Journal of Research in Commerce & Management”, October 2013.**
13. **Mathivanan.M (2015), “World of Junk food Marketing – Problems and Issues – A Study” Journal Name: International Journal of Management and Social Development, February 2015.**
14. **Mathivanan.M (2014), “Non-Commercial Advertising and Its Impact of Social Awareness” Journal Name: Intercontinental Journal of Marketing Research Review, Impact Factor 0.612, ISSN 2321-0346, Volume 2, Issue, 7, July 2014.**
15. **M.Mathivanan and P.Devianabarasi (2015), “ Green Marketing Activities and Green Business Trends is Going Green for Sustainable Development” Journal Name: Issues in Indian Economy: National and Global Prospective, Feb.2015.**
16. **Mathivanan.M (2015), “ Analyze the various Services of Retail Banking ” Journal Name: Issues in Indian Economy: National and Global Prospective, Feb.2015.**
17. **M.Mathivanan (2015), “Changing Faces of Rural marketing in India–A Study” Journal Name: International Journal of Management and Social Development, February 2015.**
18. **Mathivanan.M(2015), “Viewing Preference of Non Commercial TV Advertisements on the Viewers of Graduates in Mayiladuthurai”, Journal Name: International Journal of Marketing Management. ISSN : 2350 – 0891 – Volume II, Issue 3, March 2015, Certificate No : 0103MKM.**

19. **Mathivanan.M** (2014), “**Non-Commercial Advertising its Impact of Social Awareness**”, Journal Name: *International Journal of Marketing Management*. ISSN : 2321 – 0346 – Volume II, Issue 7, July 2014, Certificate No : 0710IJMRR.
20. **Mathivanan.M** and **Ezhilarasan(2015)**, “**Awareness of Insurance Products in Households**”, Journal Name: *SRM BISAD Research Review*, Volume.1, No.1 Febraury 2015,ISSN:0952-4957, SRM University Kattankulathur.
21. **Mathivanan.M** (2015), “**Impact of non-commercial advertisement on television viewers with reference to Mayiladuthurai town**” Journal Name: *International Journal of Multidisciplinary Research and Development*, Volume.2,Issue. 3, 2015. ISSN: 2349-5979: Impact Factor: 3.762.
22. **Mathivanan.M**, and **P.Arivazhagan (2015)**, “**Consumer Buying Behavior towards Organized and Unorganized Retail Outlets- An Analysis**”, Journal Name: *International Journal of Advanced Scientific Research and Development*, ISSN: 2394-8906, Volume -2, Version-02,pp.514-520, Karaikkal-609603.
23. **Mathivanan.M**, **Sangeetha.D(2016)**, “**Gold is Highly Preferred as Investment Avenue**”, Journal Name: *International Journal of Advanced Scientific Research and Development*, ISSN: 2394-8906, Volume -2, Version-01,pp.15-19, Karaikkal-609603.
24. **Ramesh.S**, **Mathivanan.M**, (2016), “**Consumer Behavior towards Marine Fish with Special Reference to Mayiladuthurai Taluk**”, Journal Name: *International Journal of Advanced Scientific Research and Development*, ISSN: 2394-8906, Volume -2, Version-01, pp.446-449, Karaikkal-609603
25. **Devianbarasi.R**, **Mathivanan.M**, (2016), “**Viewers Preferences of non-commercial Television Advertisements on Selected Rural Area People of Sirkali**”, Journal Name: *International Journal of Advanced Scientific Research and Development*, ISSN: 2394-8906, Volume -2, Version-01,pp.224-231, Karaikkal-609603.
26. **Krishnaveni.S**, **Mathivanan.M**, (2016), “**Consumption pattern of Milk with Reference to Nannilam Taluk**”, Journal Name: *International Journal of Advanced Scientific Research and Development*, ISSN: 2394-8906, Volume -2, Version-01,pp.232-237, Karaikkal-609603.
27. **Sridevi.C**, **Mathivanan.M**, (2016), “**Buying Pattern of Consumer Goods through Online shopping with Reference to Mayiladuthurai Town- A Study**”, Journal Name: *International Journal of Advanced Scientific Research and Development*, ISSN: 2394-8906, Volume -2, Version-01,pp.238-243, Karaikkal-609603.

28. **Mathivanan.M, (2017) “Consumer behavior towards Online shopping on Consumer Goods – A Study with References to Mayiladuthurai Town”,** Journal Name: International Journal of Advanced Scientific Research & Development. Vol.04, pp. 14-20, p-ISSN:2394-8906/e-ISSN:2395-6089, Impact factor:2.415, February-2017.
29. **Mathivanan.M, (2017) “Consumption Pattern of Organic Foods – a Study with reference to the College Students of Mayiladuthurai town”,** Journal Name: Indo Global Journal Of Commerce And Economics, pp.1-5, ISSN:2393-9796, Impact Factor.3.220, November-2016.
30. **Sangeetha.M and Mathivanan.M, (2017) “Buying Behavior of Women Customers towards Golden ornaments with special Reference to Nagapattinam District”,** ISBN Book: Innovation in Commerce and Management,pp.393-399, ISBN:978-81-934143-2-3, May-2017.
31. **Mathivanan.M,(2017), “Startup Trends in India- A Bird Eye View”,** ISBN Book: Startup India – A Way to Standup India:No-978-93-8123-67-8, March 2017, Virudhunagar.
32. **Mathivanan.M,(2017), “Problems and Issues of Mobile Phone Users of Nagapattinam District – A Study”,** ISBN Book: Changing Paradigms in Indian Business, No-978-81-933882-0-4, March 2017, Pollachi.
33. **Mathivanan.M, (2017) “Consumption Pattern of Branded Masala Products with reference to the Home-makers of Mayiladuthurai Rural Area”,** Journal Name: ROOTS, International Journal of Multidisciplinary Researches, A Peer Reviewed Quarterly Journal,Vol.3, pp.245-253, ISSN:2349-8684, Impact Factor.0.811, September-2017.
34. **Mathivanan.M and Sangeetha.C(2017), “Consumer Preferences Towards Organic Food Consumption – with Reference to Mayiladuthurai Town”,** Journal Name: International Journal of Business Intelligence & Innovations, ISSN:2348 4705, Chennai, December-2017.
35. **M.Mathivanan and Sangeetha.C(2017), “Consumption pattern of organic and Inorganic food Items –A comparative study in Rural area of Mayiladuthurai Taluk”. ISBN Book:** In “Emerging trends and innovative strategies in Social media marketing issues and challenges”. Vol.2, No.: 978-93-5288-003-4, **October 2017.**
36. **M.Mathivanan and Sangeetha.C(2018), “Using Preference of Organic Personal Care Products – A Study with Reference to women’s in Kuttalam Taluk ” ISBN Book:** In “Emerging Trends in Services Sector in the Transformation of the Indian Economy”.Vol.2, ISBN:978-93-80767-22-2, **January 2018.**

37. **M.Mathivanan and C.Sridevi, (2018). "Social Media is the Platform for online shopping websites to promote their products – A study with reference to Mayiladuthurai Town", ISBN Book** In "Emerging Trends in Services Sector in the Transformation of the Indian Economy".Vol.2, ISBN:978-93-80767-22-2, January **2018**.
38. **Mathivanan.M and Ezhilarasan.R, (2019), "Policyholder's Awareness of LIC's Services With Reference to Thanjavur District, Tamil Nadu", Emperor International Journal of Finance and Management Research, UGC-Approved: Volume IV, special Edition IV, March 2018.**
39. **Mathivanan.M and Ezhilarasan.R, (2019), "Policyholder's Awareness of LIC's Services With Reference to Thanjavur District, Tamilnadu",Journal of Technologies and Innovative Research (JETIR),ISSN:2349-5162,Volume:6, Issue 1, January 2019.**
40. **Mathivanan.M and Ezhilarasan.R, (2019), "A Study on Rural Policyholders Perception Towards Life Insurance Products o LIC – With Reference to Thanjavur District, Tamil nadu", International journal Of Research and Analytical Reviews(IJAR), E-ISSN:2348-1259, P-ISSN:2307-5134 Volume:6, Issue 1, February 2019.**
41. **Mathivanan.M, and S.Krishnaveni. (2019), "A Study on processed milk towards Retail business with reference to Nannilam taluk, Thiruvarur district", International Journal of Research and Analytical Reviews (IJRAR) E-ISSN:2348-1269, P- ISSN :2349-5138 ,Volume -6, Issue -01, March 2019.**
42. **Mathivanan.M, and Sangeetha.M (2019) "An Analytical Study on Buyer's satisfaction Towards Purchasing Gold Ornaments", Aaia Pacific Journal of Research, ISSN (Print):2320-5504, ISSN (Online):2347-4793, April-2019.**
43. **Mathivanan.M, and Anitha.R., (2019), "Green HRM: Process Implementation in Organization" in International Journal of Research and Analytical Reviews (IJRAR), volume 6, issue 1, February 2019, Impact Factor 5.75, E-ISSN 2348-1269, ISSN 2349-5138, UGC Journal ID : 43602.**

19. Positions Held in Other Institutions

Sl. No.	Positions held	From	To	Nature of work
1.	Course Coordinator Cum Tutor of Commerce – NIOS- MHRD, Govt. of India	1994	1997	Framing Syllabi, Course, Question paper, Script Development and Inspection of Study centre all over India.
2.	Appointed as Chief Invigilator of TNPSC	2010	2014	Conducting the competitive Exams of TNPSC Board
3.	Acted as Presiding officer for MLA/MP Election.			

20. Other Position in the Academic Bodies

Sl. No.	Nature of Assignments	Name of the Institution
1	Member of Board of Studies.	Bharathidasan University
2	Member of Board of Studies	Annamalai University
3.	Member of Board of Studies	Pondicherry University
4.	Member of Board of Studies	Various Autonomous Colleges
5.	Evaluation of M.Phil thesis and External examiner of M.Phil	Various Autonomous Colleges
6.	Member Ph..D. Doctoral Committee	Bharathidasan University
7.	Member – Academic Audit (Member of the Audit Team for the programmes conducted by the Department of Commerce)	PSGR Krishnammal College for Women, Coimbatore -641 004.

19. **Research Guidance** (completed and registered)

Sl. No.	Degree	Completed No.	Ongoing No.
1	M.Phil.	23	2
2	Ph.D.	3	7

20. **Thrust area of Research:**

Social Marketing, Retail Marketing, Advertising
Rural Development and women Empowerment & Service Marketing

21. Invited Talk/Guest Lecture (2006 onwards):

1. Gave a lecture in the title of **Consumer Protection in the celebrations of World Consumer day** on 15 March, 2012, organized by consumer club of A.V.C.College.
2. Acted as a resource person and delivered a special lecture on **21st February 2018** “**COMZ-ALTA**” organised by the Department of Commerce, IDHAYA College for Women, Kumbakonam

22. Memberships in Professional Bodies (other than Board Studies (Academic Council etc.,))

1. Tamil Nadu Science Forum
2. Thirukkural Peravai
3. Tamil Nadu Murpokku Ezhuthalar Kalaignanargal Sangam.

23. Any Other Honours (Awards from State, National, International and NGOs)

1. Certificate of Appreciation **from Lion Club of Mayiladuthurai,** Splendid Service Rendered at the **TSUNAMI** Affected areas of Nagappatinam District in December 2004.
2. Certificate of Appreciation from Bharathidasan University Trichy, Splendid Service Rendered at the **KUMBAKONAM MAHAMAHAM NSS MEGA CAMPING PROGRAMME** which comes once in 12 years on 3rd to 6th March 2004,
3. **PDF by UGC** during 2012-13, recommended by UGC and not awarded :RA/2012/14-SC/TAM .

4. Conducted Two days International conference **ICONICM** during 10th & 11th August 2015 and Published ISSN Journal.
5. Published Two Volume of ISSN Journal during August 2015, Journal Name: “**International Journal of Advanced Scientific Research & Development**”, p-ISSN: 2394-8906/e-ISSN-2395-6089, Impact Factor: 2.415.
6. Published ISBN Book: “**Innovation in Commerce and Management**”, ISBN: 978-81-934143-2-3, Adhi Printer Chennai, 2017.

24. Personal information & Hobbies

- i. Language Known Read & Write: Tamil, English and Hindi
- ii. Completed Basic Yoga Course; The World Community Service Centre.
- iii. Completed English Typing Both Higher & Lower
- iv. Active NSS Volunteer during College Days
- v. Donating Blood 5 times during College Days particularly IPKF, 1989.
- vi. Donating Blood 1 time during 2017,
- vii. Reading Newspaper from 1989.
- viii. Understood basic knowledge of using Violin.
- ix. Best cook for Vegetarian Food.
- x. Interest in rearing Domestic milch Animal like Buffalo and Cow.
- xi. Completed Basic Computer Course, PGDCA and office Automation,
- xii. Active volunteer at the time Tsunami and Gaja
- xiii. Interest in Agricultural Activities.
- xiv. Little Knowledge about the language Malayalam & Telugu
- xv. During 91 – 92 Running Tuition Centre -Vedaraniyam
- xvi. During 92 – 93 working PG Assistant –PTA- GHSS Ayakkaranpulam.
- xvii. Working as a Lecturer Cum Warden At King Nandhivarman Arts & Science College, Thellar, Thindivanan, during June 1993 to Sept.1993.
- xviii. During 1996 , Joint Ph.D, and discontinued at Jamia Milia University, Delhi.
- xix. First Graduate from my family.
- xx. Parents both illiterate and Agricultural Labourers.

25. Residential Address:

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