

RESUME

Name : **Dr. S. MAYILVAGANAN**
 Gender : Male
 Age & DOB : 47 Years ; 27-01-1972
 Designation : Assistant Professor of Commerce
Dean for Evening Section
Co-ordinator - Dept. of Management Studies
A.V.C. College (Autonomous)
Mannampandal - 609 305

Educational Qualifications :

Sl. No.	Degree	College / University	Year of Passing	Subjects	Grade / Percentage
1.	Ph.D.,	A.V.C. College (Autonomous) Affiliated to BARD, Trichy	May 2005	Commerce	
2.	M.Phil.,	A.V.C.College (Autonomous) Affiliated to BARD, Trichy	Feb. 1999	Commerce	71 %
3.	M.Com.,	A.V.C.College (Autonomous) Affiliated to BARD, Trichy	April 1995	Commerce	81 % Gold Medal
4.	B.Com.,	A.V.C.College (Autonomous) Affiliated to BARD, Trichy	April 1992	Commerce	78 %
5.	MBA	Annamalai University Annamalai Nagar	May 2003	Business Admn.	68 %
6.	M.Phil.,	Annamalai University Annamalai Nagar	July 2012	Business Administration	
7.	SLET	Bharathidasan University, Trichy	May 2000		
8.	ICWAI	Institute of Cost Works Accountants of India, Calcutta	Group-II : June 1994 Stage-I : June 1997		

Total Teaching Experience as on 03-06-2019

Sl. No.	Name of the Institution	From	To	YY/MM/DD
1.	A.V.C.College (Autonomous) Mannampandal-609 305	24-08-1998	Till Date	20 Years & 9 Months

Total Teaching Experience at A.V.C.College (SF/ Aided)

Sl. No.	SF/ Aided	From	To	Subject Taught
1	SF	24-08-1998	02-09-2007	Financial Accounting; Commercial Law; Cost Accounting; Business Taxation; Management Accounting; Income Tax
2	Aided	03-09-2007	Till Date	Income Tax; Financial Accounting; Commercial Law; Cost Accounting; Statistics; Research Methodology

Details about Qualification approval: Approved for the post of Lecturer in Commerce as per UGC Norms (Ref. No. 5832/D5/2006/ Date:30-10-2007, Bharathidasan University, Tiruchirappalli

Orientations / Refresher Course attended: Total - 05

Sl. No.	O/R	Title of the Course	From	To	Name of the Institution & Place
1	Orientation	86 th Orientation Programme	09-02-2011	08-03-2011	Bharathiar University, Coimbatore
2	Orientation	NSS Programme Officer	28-10-2014	03-11-2014	Madras School of Social Works, Chennai
3	Refresher Course	Special RC in Commerce & Management	01-07-2016	21-07-2016	UGC-HRDC, Andhra University
4	TOT Programme	Environment and Sustainable Development for NSS PO	08-08-2016	12-08-2016	Annamalai University with Rajiv Gandhi National Institute of Youth Development
5	Orientation	Academic Counsellor of IGNOU	09-09-2016	10-09-2016	IGNOU Regional Centre, Hyderabad

Conferences Attended Total No: International-15 & National-18

(A) International

1. Attended and Presented a Paper titled "Globalisation Challenges and Opportunities for Small and Medium Enterprises in India", in International Conference on "GLOBALISATION ICGICO 2008" Organised by St. Joseph's College of Arts & Science, Cuddalore, during 14th & 15th March 2008.

2. Attended and Presented the Papers

(a) Mayilvaganan, S., and Karthikeyan, G., " Small and Medium Enterprises-The hub or Rual India",

(b) Sakthivel, K., and Mayilvaganan, S., "Beckoning Private Equity Firms and Reckoning the Responsive Patterns-An analytical Study"

(c) Aruna, V., and Mayilvaganan, S., "Work-Life Balance and its Impact on performance in TNSTC Ltd., -Kumbakonam"

(d) Bhuvanewari, K., and Mayilvaganan, s., "Consumer Behaviour towards NDG (Selected Goods)-A Study in Mayiladuthurai town of Nagai District"

(e) Dhinesh Sankar, S., and Mayilvaganan, S., "Growth and Development of SSI in India - A Study"

(f) Varadarajan, B., and Mayilvaganan, S., "Public Distribution System: An Effective Management of Food Grains"

(g) Vanitha, R., and Mayilvaganan, S., "Production Methods of bronze Sculptures"

(h) Santhini, M., and Mayilvaganan, S., "Derivatives-A Boon or Bane in Risk Management"

in International Conference on "Survival and Growth Strategies in Changing Business Scenario" held on 28th & 29th December 2009 organised by Directorate of Distance Education, Commerce Wing, Annamalai University, Annamalainagar.

3. Attended and Presented the Papers

(a) Mayilvaganan, S., " Public Perception towards Municipal Services-A Study with Reference to Mayiladuthurai Municipality"

(b) Bhuvaneshwari, K., and Mayilvaganan, S., "Consumer Behaviour towards Two Wheelers - A Study with reference to Nagai District"

in "International Conference on Management Practices for Sustainable Growth" organised by Department of Business Administration & Management Wing, DDE, Annamalai University (July 28th to 30th 2010)

4. Mayilvaganan, S., and Umamaheswari, M., "Study on Financial Management of Urban Co-operative Banks in the Coimbatore District with reference to determinants of Profitability", in International Conference on "Contemporary Practices in Finance & Marketing" organized by Nehru Institute of Management Studies, Centre for Creative Leadership, Coimbatore, held on 11th and 12th Feb. 2011.

5. Attended and Presented a paper in the One Day International Seminar on "Capital Outsourcing - Prospects and Challenges", organised by RDB College of Arts and Science and RDB Institute of Management, Papanasam, held on 26th March 2015.

6. Attended and Presented the papers

- (a) Mayilvaganan, S., and Pavala Arasan, P., "Investment Schemes of Service Rendered by Indian Post Office and Other Sector"
- (b) Karthikeyan, G., and Mayilvaganan, S., "Rural Credit Structure in Nannilam Taluk of Thiruvarur District, Tamilnadu"
- (c) Sugnathi, N., and Mayilvaganan, S., "Investor's Perception towards Equity Share with Reference to Mayiladuthurai Town"
- (d) Prabakaran, G., and Mayilvaganan, S., "A Study on Working Capital Management of Kumbakonam Urban Co-operative Bank"
- (e) Santhini, M., and Mayilvaganan, S., "Analysis of Pairs Trading Strategy" and
- (f) Mayilvaganan, S., "Sources and Application of Funds in Kumbakonam Urban Co-operative Bank"

in the Two Days International Conference on "Innovation in Commerce and Management" held during 10th and 11th August, 2015 organised by PG & Research Department of Commerce, A.V.C. College (Autonomous), Mannampandal-609 305.

7. Attended one day International Conference on "Economic Justice in an Unfair World: Co-operatives Ensure Equality" organised by TBML College, Porayar and presented a paper titled "SWOT Analysis and NPAs Reduction Strategies of Urban Co-operative Banks in India", held on 21st September 2015.

8. Mayilvaganan, S., and Sowmiya, V., "A study on the role of Training and Development in Green Collar Jobs" in International Conference on 'Innovation, Entrepreneurship & Sustainable Value chain in a Challenging Environment' held on 29th and 30th July 2016 at PLA Residency, Tiruchirappalli, Tamilnadu, organised by Primax Foundation, Bengaluru, Karnataka.

9. Attended and Participated in the International Seminar on “E-Governance – Challenges and Prospects”, organised by the Department of Management Studies (MBA), Annai College of Arts and Science, on 21st September 2016.

10. Attended and Participated in the International Seminar on “Globalisation – A SWOT Analysis”, organised by the PG and Research Department of Commerce & PG Department of Management Studies, Idhaya College for Women, on 21st September 2016.

11. Attended and Presented a Paper entitled “ Corporate Social Responsibility – Need of the Hour” in the International Conference on “Recent Trends in Commerce and Management “ organised by Department of Commerce (C.A.), Sengunthar Arts and Science College, Tiruchengode-637 205, Namakkal District held on 1st February 2017.

12. Attended and presented a paper titled “ Insurance Industry in India – Problems and Prospects”, in the International Conference on “ Finance and Banking(FIBA_2018)” organised by Department of Commerce (CA), held on 1st February, 2018 at sengunthar Arts and Science College, Tiruchengode.

13. Attended and Presented a paper in the International Conference on “Emerging Trends in Commerce, Management, Economics, Computer Science, and Microbiology (ICETCMECM 2018), organised by Tagore College of Arts and Science, Chromepet, Chennai-600 044 held on February 2, 2018.

14. Attended and Presented a paper titled “ Socio-economic status & its Impact on Job Satisfaction pf Personal Care Products’ users in Kumbakonam Town “, in the Asian International Conference on Advances: Strategic Innovations and Emerging Perspectives for Global Business in Engineering and Social Sciences”, organised by Sri Ganesh School of Business Management, Salem-636 111 held on 9th February, 2018.

15. Attended and Presented a paper titled “ A Study on Consumers awareness and Buying Behaviour towards Online shopping with reference to Mayiladuthurai”, in the International Conference on “ Modern Trends in Accounting, Banking and Digital Marketing”, organised by the School of Commerce, Self-Finance Wing, Erode Arts and Science College (Autonomous), Erode-9 on 22nd February, 2019.

(B) National

1. Attended Three Days National Conference on “Curricular Innovations and Quality Improvement in Autonomous Colleges” Sponsored by NAAC, Bangalore and organised by IQAC, Arul Anandar College, Karumathur held between 29th September and 1st October 2005.
2. Attended and Presented a paper titled “Micro credit for rural development-A cursory look” on National Conference on “Sustainable Rural Development through Micro Credit” jointly organised by the Commerce wing of DDE Annamalai University & NABARD held on 7th and 8th May 2007.
3. Attended and presented a paper entitled “CRM in Financial Services Industry-An embodied study” on National Conference on “Recent Trends in Financial Services” organised by Commerce Wing, DDE, Annamalai University, Annamalainagar on 12th October, 2007.
4. Attended and Presented a paper titled “Ramification of WTO in Indian Economy” on National Conference on “ India’s Economic Development in the WTO Regime: opportunities and Challenges” organised by the Commerce Wing, DDE, Annamalai University, Annamalainagar held on 23rd January 2008.
5. Attended and presented a paper titled “ Penetration of Private Equity”, in National Conference on “Recent Trends in Indian Capital Market” organised by Pavendar Bharathidasan College of Arts & Science, Mathur, Pudukkottai District held on 18th and 19th Feb. 2008.
6. Attended and presented a paper titled “ A study on measuring the extent of factors influencing the bank profitability” in the national conference on Emerging Trends in Management Practices, organised by Dept. of Management Science, Sree Saraswathi Thyagaraja College, Pollachi on 3rd Feb, 2012.
7. Attended and Presented a paper titled “Women Entrepreneurship in India-A Cursory Look” in the National Level conference on “Entrepreneurship”, organised by Department of Commerce, Annai College Arts and Science Kovilacheri Kumbakonam held on 16th Oct 2014.
8. Attended and Presented the paper entitled “Online Consumer Buying Behaviour- A Study with Reference to Mayiladuthurai Town, Nagapattinam District”. Organised by Citizen Consumer Club & PG and Research Department of Commerce in association with Civil Supplies and Consumer Protection Department, Govt. of

Tamilnadu, held at Kaamadhenu Arts and Science College, Sathyamangalam, Erode District on 14th February 2015.

9. Attended and Presented Papers

- (a) Pros and Cons of Mutual Funds
- (b) Role of SEBI in a Stock Exchange-An over view and
- (c) Investment Avenues

in the UGC Sponsored National Conference on " Investor Information & International Investments", Organised by Government College for Women, Kumbakonam held on 6th and 7th March 2015.

10. Attended and Presented the Papers

- (a) Investors' attitude towards mutual fund investment in kumbakonam town
- (b) A study on the analysis of baby care industry

in the National Conference on "Emerging Trends in the Functional Areas of Business" organised by Guru Nanak College(Autonomous), Velachery, Chennai-600 042, held on 26th August 2016.

11. Attended and Presented a Paper entitled "A Study on the Consumer Awareness and Perception Towards Eco Friendly Products" in the National Conference on "Innovation Needed in Commerce, Economics and Management to meet the Present Crises and Craze" organised by Department of Commerce, Mangayarkarasi College of Arts and Science for Women, Madurai held on 24th September, 2016.

12. Attended and Presented a Paper entitled "Consumers' Buying Behaviour Towards Toothpaste in Kumbakonam", in the one day National Conference on "Contemporary Issues in Commerce and Management Sciences" organised by the Department of Commerce, Sriram College of Arts and Science, Perumalpattu, Thiruvallur held on 11th August 2017.

13. Attended and Presented a Paper titled "Consumer Attitude Towards Green Personal Care Products with Special Reference to Chennai City - An Analytical Study" in the National Conference on "Lean Management and Organisational Effectiveness" organised by the Post Graduate Department of Human Resource Management, Shrimath Devkunvar Nanalal Bhatt Vaishnav College for Women (Autonomous) on 29-11-2016.

14. Attended and Presented a Paper titled “ The Need and Impact of Demonitisation on GDP”, in the National Conference on “ Earnings Management Practices in India”, organised by Department of Commerce, K.S.R. College of Arts and Science for Womern, Tiruchengode-637 215, held on 5th January 2018.

15. Attended and Presented a Paer titled “ The Impact of Demonetisation on Direct Taxes”, in the National Conference on “ Role of Finance Professionals in Cost Management, Tax Planning, Corporate Governance and Organisational Growth” organised by the Faculty of Commerce, Sree Saraswathi Thyagaraja College, Pollachi-642 107 held on 24th January, 2018.

16. Attended and Presented a Paper titled “ Are Ecological Advertisements Just Green Washing: A Conceptual Study on Green Washing Done in Advertisement” in the National Conference on “Business Innovation and Sustainability in the Globalisation Scenario” organised by Department of Commerce, DRBCCC Hindu College(Shift-2), Pattabiram, Chennai-72 held on 24th February, 2018.

17. Participated in the National Conference titled “Digital Economy and Gren Management: Role of Banks, Payment Gateways & Consumers”, conducted by Post Graduate Department of Business Administration (MBA), Guru Nanak College (Autonomous), Chennai - 6000 042, held on 24th February, 2018.

18. Participated in the National Conference on “ Goods and Services Tax (GST): Impact and Prospects” (GSTIP-2019), organised by the BBA & B.Com.(Corporate Secretaryship), Loyola College, Chennai-600 034 held on 7th March, 2018.

(C)Seminar Attended Total No: 39

1. Attended UGC aided seminar on “Financial Services-Retrospect & Prospects” organized by PG & Research Dept. of Commerce, A.V.C. College (Autonomous), Mannampandal-609 305, from 24-12-1993 to 26-12-1993.

2. Attended UGC aided seminar on “Value addition in Functional Management - Prospects & Perspectives” organized by PG & Research Dept. of Commerce, A.V.C. College (Autonomous), Mannampandal-609 305, from 01-02-1995 to 03-02-1995.

3. Attended UGC Sponsored one day Seminar on “Recent Trends in Capital Market” organised by Dept. Of Commerce, A.V.C.College (Autonomous), Mannampandal on 8th March 1999.

4. Attended UGC aided Two days Seminar on “International Trade & Foreign Exchange “organised by Dept. Of Commerce, A.V.C.College (Autonomous), mannampandal during 8th - 9th October 2001.

5. Attended one day Seminar on "Marketing of Services-A changing Paradigm" on 26th Feb 2006 organised by Sree Radhaa krishnaa Educational Trust Mayiladuthurai-609 001, Study Centre, Alagappa University.
6. Attended seminar on "Enhancing the Utility of Library Resources" organized by IQAC A.V.C. College (Autonomous), Mannampandal-609 305, from 20-02-2009 to 21-02-2009.
7. Attended and Presented a paper entitled " Ensuring Environmental Sustainability by Enhancing Carbon Trading Mechanism - An analysis" in the UGC Sponsored National Seminar on " Millennium Development Goals" organised by PG and Research Dept. Of Economics, A.V.C.College (Autonomous), Mannampandal-609 305, held on 5th and 6th March 2010.
8. Attended as resource person on one day seminar on" Currents Trends in Indian Trade and Commerce" organized by PG Dept.of Commerce, Nethaji Subash Chandra Bose College, Thiruvarur on 30th March 2010.
9. Sakthivel, K., and Mayilvaganan, S., " Connectivity Constraints in Financial inclusion-a cursory Look" in the UGC Sponsored National Seminar on "Financial Exclusion: Need for Financial Inclusion" organised by Dept. of Commerce, Annamalai University, Annamalainagar-608 002 held on 18th & 19th March 2010.
10. Vanitha, R., and Mayilvaganan, S., " Growth and Development of Bronz Icons" in National Seminar on "Strategic Issues in business" organised by the Dept. Of business Administration, Annamalai University, Annamalainagar-608 002 on 11th June 2010.
11. Attended two days UGC Sponsored seminar on "TALLY ERP 9 & OFFICE AUTOMATION" Organised by P.G. Research Dept. of Commerce, A.V.C. College (Autonomous), Mannampandal on 27th & 28th March 2012.
12. Attended and presented the papers entitled
 - (a) " Worklife Balance of Women Employees'" and
 - (b)" Public Distribution System of Food Grains- A Gateway to Management"
 in the national level seminar on Management Challenges in 21st Centuy" , organised by RVS Institute of Management Studies and Computer Application on 27th August 2011.

13. Attended and presented a paper entitled "FDI-A Gateway for Global Prosperity" in the UGC sponsored one day seminar on Foreign Direct Investment: impact and Vision Ahead, organised by Dept. of Economics, Govt. College for Women, Kumbakonam on 24-02-2012.

14. Attended Two-days UGC sponsored seminar on "TALLY ERP 9 & OFFICE AUTOMATION" Organised by Dept. of Commerce, A.V.C. College (Autonomous), Mannampandal held on 27th & 28th March .

15. Participated in the UGC aided one day seminar on "Consumerism" organised by the PG & Research Department of Commerce, A.V.C. College (Autonomous), Mannampandal on 15th March, 2013.

16. Attended one day seminar on " ENTREPRENEURSHIP - THE PATHWAY TO PROGRESS", Organised by P.G. & Research Dept. of Commerce, National College (Autonomous), Tiruchirappalli on 17th September 2013.

17. Attended Two days seminar on " A CALIBRATION OF INDIAN FINACIAL SYSTEM - EMERGING SHOCKS AND EXISTING INSULATIONS" , Organised by P.G & Research Dept. of Commerce, Poompuhar College, Melaiyur held on 26th and 27th July 2013.

18. Attended and Presented a paper entitled "Problem and Prospectus of Foreign Direct Investment in Indian Retail Business", in the UGC sponsored National Seminar on " Retail marketing -Opportunities and Challenges" held on 22-12-2014 organised by PG Research Department of Commerce, Poompuhar College (Autonomous), melaiyur- 609 107.

19. Attended and Presented the Papers entitled

- (a) "Role of Capital Market in Indian Economy"
- (b) "Application of Capital Adequacy norms to urban Co-operatives Banks" and
- (c) "Women Entrepreneur - A Boon to Society"

In the UGC sponsored Seminar on "Issue in Indian Economy: National & Global Perspectives" organised by PG & Research Department of Economics Poompuhar College (Autonomous) Melaiyur. On 18th to 19th December 2014.

20. Attended and Presented a paper titled “Strategic Management Practice- A Road Map to Success “ in the UGC Sponsored National Seminar on “ Strategic Management Practices in the Globalised Scenario” organised by PG Dept. of Commerce in Academic Partnership with Indian Accounting Association and Co-sponsored by Mahatma Gandhi University, Kottayam, Deva Matha College, Kuravilangad, Kottayam, Kerala held on 13th and 14th January 2015.

21. Attended and Presented a paper entitled “Depository System in Indian Capital Market-An overview” in the National Seminar on “ Innovation and Strategic Business Practices in the Global Economy”, organised by M.R. Govt. Arts College, Mannargudi, Thiruvavur District, held on 23rd Jan. 2015.

22. Attended and Presented a paper entitled “ Online Consumer Behaviour –A study with reference to Mayiladuthurai Town, Nagapattinam in the National Conference on Consumer Protection, organised by Citizen Consumer Club and PG & Research Dept. of Commerce in association with Civil Supplies and Consumer Protection Department, held on 14th Feb. 2015.

23. Attended One Day State Level Seminar on “New Paradigm in Management” held on 18th February, 2016 organised by Department of Management Studies, A.V.C. College (Autonomos), Mannampandal-609 305.

24. Attended One Day State Level Seminar on “Emerging Trends in Banking” held on 17th February, 2016 organised by PG & Research Department of Commerce, A.V.C. College (Autonomos), Mannampandal-609 305.

25. Attended and Presented the papers entitled

- (a) Change Management - The Need of the Hour
- (b) Change Management - A Road Map to Success
- (c) Work Life Balance in India
- (d) Green HR: The Green Revolution in Human Resource Management
and
- (e) Management in Modern Era

In the National Seminar on “Emerging Trends in Human Resource Management” organised by the Department of Business Administration, St. Xavier’s College (Autonomous), Palayamkottai held on 8th February, 2016.

26. Attended and Presented a paper titled "Corporate Social Responsibility - A cursory Look", in the National Level Seminar on Corporate Governance, organised by Annai College of Arts & Science, Kumbakonam on 3rd March, 2016.

27. Attended and Presented a Paper titled "Consumer's Socio Economic status Impact on Bank Deposits - A study with reference to urban co-operative banks in Nagapattinam District, Tamilnadu" in the Two Days National Seminar on "Emerging Issues in Commerce", Organised by Department of Commerce and Management, The National College (Autonomous), Jayanagar, Bangalore-560 070, on 30th & 31st August, 2016.

28. Attended and Presented a paper in the National Seminar on "Current Scenario in E-Business" on 08-10-2016 organised by the Luca Pacioli & Henry Fayol Associations.

29. Attended National Level Seminar on "Impact of GST", organised by KLE Society's Degree College, Bengaluru held on 7th October, 2017.

30. Attended and Presented a paper titled "Women's Perception about Green Entrepreneurship in Mayiladuthurai Town" in the one day National Seminar on "Emerging Business Practices in the Global Environment" organised by PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli on 19th January 2017.

31. Attended and 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 Globalised Business Environment" organised by Department of B.Com. (C.A.) & M.B.A., Sengunthar Institute of Management Studies & Sengunthar Arts and Science College, Tiruchengode-637 205, Namakkal District on 11th January 2017.

32. Participated in the "Indo - Global Education Summit & Expo 2017 organised by The Indus Foundation Hyderabad at Taj Coromandel, Nungambakkam, Chennai Held on 22nd July 2017.

33. Attended and presented the Papers title "An Analytical Study on Consumer's Ecological Behaviour and Green Consumer Behaviour with Special Reference to Chennai City" and "Consumers' Buying Behaviour Towards Shampoos in Kumbakonam Town" in the International Conference on "The Recent Trends in Commerce", organised by Department of Commerce, Nazareth College of Arts & Science, Avadi, Chennai held on 8th December, 2017.

34. Attended and presented the Papers title “ An Analytical Study on Consumer’s Ecological Behaviour and Green Consumer Behaviour with Special Reference to Chennai City” and “ Consumers’ Ecological Behaviour and Green Consumer Behaviour” in the International Conference on “The Recent Trends in Commerce”, organised by Department of Commerce, Nazareth College of Arts & Science, Avadi, Chennai held on 8th December, 2017.

35. Attended and Presented a paper entitled “ Consumer’s Level of Eco Consciousness and Green Life Style in Cheenai City” in the International Conference on “Innovative and Emerging Strategies in Economic, Commerce and Management”, organised by Department of Commerce & Economics, Women’s Christian College, Nagercoil held on 5th January, 2018.

36. Attended and Presented a paper entitled “ SME in India – An Overview ” in the UGC Sponsored National Level Seminar on “Entrepreneurship – SMEs an Economic Growth Perspectives”, organised by Post Graduate & Research Department of Commerce & Corporate Secretaryship, Government Arts College for Men, Nandanam, Chennai, held on 24th January, 2018.

37. Attended and Presented a paper entitled “ ” in the National Level Seminar on “ Recent Trends in E-Marketing”, organised by Department of Commerce, Shree Raghavendra Arts and Science College, Keezhamoongiladi, Chidambaram, Cuddalore District, held on 15th February, 2018.

38. Attended and presented a paper on “Consumer Perception Towards Good and Services Tax” in the National level Seminar on “Indian Business Environment: Past Reforms and Challenges Ahead”, organised by the Dept. of Commerce & Commerce (CA) on 15th February 2019 at Nandha Arts and Science College, Erode, 52.

39. Attended and presented a paper on “ Creating Human Capital – The need of the Hour”, in the One day International Seminar on Sustainable Development in Commerce and Management Education held on 13th Maerch, 2019 at Idhaya College for Women, Kumbakonam.

Workshop attended (Total No: 06)

1. Attended workshop on “Application of Mathematical and Statistical Tools in Social Science Research” on 23rd and 24th December 2004 organised by PF & Research Dept. of Commerce, A.V.C. College (Autonomous), Mannampandal-609 305.

2. Attended TANSCHÉ Sponsored workshop on “Research Methodology for Commerce, Economics and Management Researchers” on 10th and 11th October 2009 organised by Commerce Wing, DDE, Annamalai University, Annamalainagar-608 002.

3. Attended in the “Workshop on Question Bank for Part-A Questions” on 26th & 27th December 2011 held at A.V.C. College (Autonomous), Mannampandal.

4. Attended Five Days Workshop on “ Entrepreneurship Training Workshop for College Teachers” Sponsored by Bharathidasan University and Organised by EDC, A.V.C. College (Autonomous), Mannampandal During 22-03-2013 – 27-03-2013.

5. Attended the UGC-Sponsored One Day Workshop on “Scientific Writing” held on 11th October 2014, in A.V.C. College Premises.

6. Attended two days’ workshop on “ Business Statistics” organised by Department of Business and Industrial Management, Veer Normal South Gujarat University, Surat during 9th and 10th May 2015

Training Programme attended (Total No: 05)

1. Participated in the Professional training programme in “Software Career Skills” during the period 23-11-2006 to 24-11-2006 organised by Comp care Software Private Limited, Chennai at A.V.C. College (Autonomous), Mannampandal-609 305.

2. Participated in the UGC sponsored short term training on “E-CONTENT DEVELOPMENT” organised by the IQAC, A.V.C. College (Autonomous), Mannampandal from 17-09-2012 to 22-09-2012.

3. Participated in the Five Days “Entrepreneurship Training Workshop for College Teachers” Sponsored by Bharathidasan University and Organised by A.V.C. College (Autonomous), during 22-03-2013 to 27-03-2013

4. Attended two days Faculty Development programme on “MULTIVARIATE STATISTICAL TECHNIQUES FOR MANAGEMENT RESEARCH” Organised by SJCET School of Management, St. Joseph’s College of Engineering & Technology, Palai, Kerala on 2nd and 3rd September 2013.

5. Participated in the “Special Training on First Aid and Road Safety”, held at A.V.C. Thirumana Mandapam in Mayiladuthurai on 10th October 2015 organised under the sponsorship of BAWA HONDA, Mayiladuthurai

Positions Held in A.V.C. College (Autonomous)

1. Appointed as HOD of Management Studies from 16-06-2004 to 02-09-2007
2. Member – Examination Committee
3. Editorial Board Member – Mayur Journal
4. Secretary- A.V.C. Staff and Students’ Co-operative Stores Ltd.,
5. Co-ordinator-BARD Concurrent Programme
6. Co-ordinator-IGNOU
7. Staff in-charge-Target CE
8. Convener-College Day Celebrations Committee
9. Convener-Convocation Day Committee
10. Co-ordinator-Leo Club
11. Co-ordinator-Junior Jaycee
12. Member R&D Cell
13. Deputy Warden- A.V.C. Men’s Hostel
14. Co-ordinator for Management Studies Dept. (From 01-08-2014 onwards)
15. Co-ordinator for Part-V Activities (From Academic Year 2014-15 onwards)
16. N.S.S programme Officer (From Academic Year 2014-15 onwards)
17. Chairman, DRC, Dept. of Commerce, A.V.C. College (Autonomous), Mannampandal
18. Appointed as Dean for Evening Section from 25-05-2017 onwards

Other academic activities activities:

1. Member, Board of Studies of MBA, Tiruvalluvar University, Vellore (2005 to 2010)
2. Chairman, Question Paper Setting Board for B.Com., and M.Com., (Marketing), Distance Education, Alagappa University, Karaikudi.
3. Chairman, Question Paper Setting Board for M.Phil., Management Studies, Alagappa University, Karaikudi
4. Member, Question Paper Scrutiny Board, B.Com., (CS), Alagappa University, Karaikudi.
5. Member, Question Paper Scrutiny Board, B.Com., (CS), University of Madras, Chennai.
6. Member, Doctoral Committee for 15 Ph.D., Research Scholars doing Ph.D., in various Colleges affiliated to Bharathidasan University.

7. Acted as external examiner for M.Phil., Viva-voce examinations
8. Member, Board of Studies, Poompuhar College (Autonomous), Melaiyur. (26-5-2014 to 26-5-2016)
9. Member, Board of Studies, Dr. NGP Arts and Science College, Coimbatore
10. Acted as Examiner for the workshop held at TNPSC's Office, Chennai from 04-02-2019 to 07-02-2019
11. Acted as Presiding Officer for Parliamentary Election April 2019
12. Acted as Chief Invigilator for TNPSC Examinations held on 11-02-2018
13. Appointed by Bharathidasan University, Tiruchirappalli as Additional Chief Superintendent for Conducting Examination to Best College, Sirkali.
14. Board of Studies Member for B.Com., in A.D.M. College for Women (Autonomous), Nagapattinam

Research Guidance

Sl.No.	Degree	Completed No.	Ongoing No.	Under Process
1.	M.Phil., (FT & PT)	22	1	-
2.	M.Phil., (Distance)	10	1	-
3.	Ph.D.,	7	5	2 Waiting for viva

M.Phil. Guide Recognition:

Ref. No. 22327/M.Phil/R.A2003/ Date: 20-10-2003
(Bharathidasan University, Tiruchirappalli)

Ph.D. Guide Recognition:

Ref. No. 14827/Ph.D./commerce/R.A/Date04-08-2008
(Bharathidasan University, Tiruchirappalli)

Research Thrust Areas:

Marketing, Human Resource & Finance

Ph.D., Guided and Awarded

Sl. No.	Name of the Candidate	Title of the Thesis	Month & Year of Degree Awarded
1.	M. UMAMAHESWARI	A Study on Financial Management of Urban Co-operative Banks in Coimbatore District	May 2011
2.	S. DHINESHSANKAR	Performance Analysis of District Industries Centre in the Promotion and Development of Small and Medium Enterprises in Nagapattinam District, TamilNadu.	April, 2013
3.	M. SANTHINI	Investors' Perception towards Derivatives with Reference to Futures and Options in Tanjore District, Tamilnadu	March, 2014
4.	B. VARADARAJAN	Family Card Holders' Perception towards Public Distribution System in Nagapattinam District, Tamilnadu	March, 2014
5.	E. SOUNDARARAJAN	Financial Performance Evaluation of Urban Co-operative Banks in Nagapattinam District, TamilNadu	March, 2014
6.	G. KARTHIKEYAN	Customers Perception Towards the Services of Public and Private Sector Banks in Nagapattinam District, TamilNadu.	March 2015
7.	R. VANITHA	Performance Analysis of Bronze Sculptures Manufacturing Units in Thanjavur District, Tamil Nadu	June 2015

UGC Funded Major Research Project

Research Project	Funding Agency	Title	Amount	Status
Major	UGC, Delhi	Fund Management of Urban Co-operative banks in composite Thanjavur District	Rs. 2,34,000	Completed and Report Submitted to UGC, New Delhi

M.Phil., Guided (Bharathidasan University, Tiruchirappalli)

Sl. No.	Students' Name	Month & Year	Title of the Thesis
1	R. SAKTHI (Reg. No. M05 9909)	August 2006	Performance Analysis of Life Insurance Corporation of India with Special Reference to Mayiladuthurai Branch
2	M.SARITHA (Reg.No.M109904)	September 2011	A Study on Job Satisfaction of Employees in Henkel India Limited, Karaikkal.
3	N.PRABHAVATHI (Reg.No.M119906)	September 2012	Consumer Behaviour and Brand Preference Towards Selective Household Products – A Study with Reference to Mayiladuthurai Town.
4	Mrs.S.STELLA MARY (Reg.No.M119604)	October 2013	A Study of Women Empowerment Through Entrepreneurship in Sivaganga District.
5	J.SHARMILA	October 2013	Impact of Advertising Television Viewers. A Study With Reference to Mayiladuthurai Town.
6	P.USHA	October 2013	Employee's Perception Towards Training and Development Programmes – A Study with Reference to Oil and Natural Gas Corporation Ltd, Karaikkal.
7	M.GOPALAKRISHNAN (Reg.No.M139901)	October 2014	Job Satisfaction of Employees in Tele buy At Ambattur.
8	R.SHARMILA (RegNo.M149905)	October 2015	Job Satisfaction of Employees in SBIs at Thanjavur Town.
9	M.N.SRIDHAR (Reg.No.)	October 2015	A Study on the Marketing Performance of Handloom Silk Weavers with Special Reference to Kumbakonam Handloom Silk Centre, Tamil Nadu.
10	M. ANNALTHILAGAVATHY Reg. No. M15 F9908	October 2016	Consumers' Buying Behaviour Towards Cosmetics Product at Mayiladuthurai Taluk
11	S. MANIBHARATHI Reg. No. M15F 9901	October 2016	Impact of Television Advertising on Purchase Decision Making of FMCG – A Study with Reference to Mayiladuthurai

Acted as Resource Person for Seminar & Invited Talk (13)

1. Acted as Resource person in the one day seminar organised by the Dept. of Commerce, Vivekananda College of Arts & Science, Sirkali on 12th February 2008.
2. Acted as Resource person in the one day seminar on “ Recent Trends in Indian Trade and Commerce” organised by the Dept. of Commerce, Nethaji Subash Chandra Bose College, Tiruvarur on 3rd March 2010.
3. Acted as Resource person and delivered a lecture on “Effective Leadership” in the one day seminar organised by the Dept. of Commerce, Vivekananda College of Arts & Science, Sirkali on 2nd February 2011.

4. Acted as a resource person and delivered a lecture on CRM in E.G.S. Pillay Arts & Science College, Nagappattinam on 19th March 2012.

5. Acted as Resource Person and delivered lecture on “ Indian Financial System- Components and Dimensions” in Poompuhar College (Autonomous), Melaiyur on 27th July 2013.

6. Acted as Resource Person in the UGC Sponsored One Day National Level Seminar on “Challenges and Opportunities in Indian Corporate Sector” held at DRBCCC Hindu College, Pattabiram, Chennai on 21st February 2015.

7. Acted as Resource person and delivered a lecture on “ Foreign Direct Investment” in the National level conference on “Changing Horizons of Indian Business” held on 26th March 2015, organised by Department of Commerce and Business Administration, Don Bosco College, Karaikal,

8. Acted as Resource person and delivered lecture on “Personality Development” in the one day seminar on “ Soft Skill Development and Personality Development” organised by Department of Corporate Secretaryship, Avvaiyar Govt. College for Women, Karaikal, on 09-10-2015.

9. Acted as Resource Person in “Inter-Collegiate Workshop”, organised by Department of Commerce and Business Administration of Deen College of Arts and Science, Nidur-609 203, Mayiladuthurai on March 17, 2016.

10. Acted as Chief Guest and delivered a Special lecture in the N.S.S. Day Celebrations organised by NSS units of Government College for Women (Autonomous), Kumbakonam on 28th September, 2016.

11. Acted as Resource Person in the one day Seminar on “GST – A Perspective View”, organised by the Department of Commerce, ARC Visvanathan College, Mayiladuthurai held on 4th August, 2017.

12. Acted as Resource Person and delivered a special lecture on “Taxation System in India – Today” organised by Post-Graduate & Research Department of Commerce, A.D.M. College for Women(Autonomous),Nagapattinam.

13. Acted as Chief Guest for NSS Special Camp Valedictory function held at Kodangudi, organised by NSS – IV Unit of DGGW Arts College, Mayiladuthiurai held on 28-01-2018

Book Published (02)

1. Cost Accounting (Exclusive for B.Com., Students), 2002, Sandhya Publications, Chennai.
2. Income Tax Law and Practice, 2010, Srinivasan, T., and Mayilvaganan, S., Scitech Publications (India) Pvt., Ltd. Chennai. (ISBN: 978-81-8371-291-0).

Book Chapters (01)

1. **Mayilvaganan, S.**, 2011. Human Resource Policies. In. (Ed. Dr. S. Mohan and Dr. R. Elangovan) Human Resource Management. Pages 30-39, New Delhi: Regal Publications.

Research Articles published (62)

1. **Mayilvaganan, S.**, (2006), "CRM in the Financial Services Industry", Mayur-The Research Journal-Science & Humanities, Volume-II, Published by A.V.C. College (Autonomous), pp 25-27
2. **Mayilvaganan, S.**, (2007), "public perception towards municipal services-A study with reference to Mayiladuthurai municipality", Mayur-The Research Journal-Science & Humanities, Volume-III, Published by A.V.C. College (Autonomous), pp 52-56
3. **Mayilvaganan, S.**, and Umamaheswari, R., (2010), "A Study on Financial Management of Urban Co-operative Banks in Coimbatore (Dt.), Tamilnadu with Special reference to Determinants of Profitability", Nehru Journal of Management and Research (ISSN 2230-7974), Issue 1, Volume-1, February 2010, pp 44-47.
4. Santhini, M., and **Mayilvaganan, S.** (2010). Derivatives-A Boon or Bane in risk Management. International Journal of Enterprise and Innovation Management Studies (IJEIMS), Volume 1, Number 2 Jan-June 2010, Gopalax Publications, Singapore, USA and India (ISSN; 0976-2698).
5. **Mayilvaganan, S.**, (2010), "Impact of Globalisation on Small and Medium Enterprises (SMEs) in India", Mayur-The Research Journal-Science & Humanities, Volume-VI, Published by A.V.C. College (Autonomous), pp 25-26

6. Soundararajan, S., and **Mayilvaganan, S.**, (2010), "Trends in various Deposit Mobilisations by the Sirkali Co-operative Urban Bank Ltd. ", Mayur-The Research Journal-Science & Humanities, Volume-VI, Published by A.V.C. College (Autonomous), pp 50-52.
7. Dhinesh Sankar, S., and **Mayilvaganan, S.**, (2011), "Performance of District Industries Centre with References to Prime Minister's Employment Generation Programmes Scheme in Nagapattinam District", International Journal of Applied Management Research (ISSN 0974 8709), Volume-3, June 2011, pp 180-181.
8. **Mayilvaganan, S.**, and Dhinesh Sankar, S., " Problems of Small Scale Industries in TamilNadu", A Study Hub for Analysis, Research and Evaluation, Journal of Multidisciplinary Research (ISSN 2229-5003), Vol. 2, No.1, June 2011, pp 50-52.
9. **Mayilvaganan, S.**, and Umamaheswari, R., (2011), "Financial Management of Urban Co-operative Banks in Pollachi", Rathinam Journal of Management, (ISSN 2250-2009), Issue 1, Volume-1, Oct.-Dec. 2011, pp 32-37.
10. G.Karthikeyan and **S.Mayilvaganan** (2011), "Service Gap Analysis – A Study With Reference to Public Sector Banks" Pages:234-241 Journal Name: EXCEL International Journal of Multidisciplinary Management Studies Vol.1 Issue:3, December 2011, ISSN:22498834
11. **Mayilvaganan, S.**, and Varadarajan, B., (2011), "Public Distribution System in Tamil Nadu Needs Definite Overhauling", International Journal of Research in Commerce, Economics & Management (ISSN 2231-4245), Volume-2 (2012), Issue No. 2 (Feb.).
12. **Mayilvaganan. S.**, 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
13. **Mayilvaganan, S.**, and Umamaheswari, R., (2012), "A Study on Financial Management of Coimbatore City Co-operative Banks Limited,coimbatore", Management Wisdom-A Journal of Business & Management, (ISSN 2230-7257), Issue 1, Volume-1, Jan.-June. 2012, pp 32-42.
14. **Mayilvaganan. S** 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(2012),Issue No.9 (September), ISSN 0976-2183

15. **Mayilvaganan. S** and G.Karthikeyan, “ Marketing of Banking Services” Journal Name: International Journal of Marketing and Technology, Volume No 2, Issue No 1, (2012), ISSN 2249-1058, pp 134-139.
16. **Mayilvaganan. S** and G.Karthikeyan, “ Grievance Redressal Procedure adopted by Banking ombudsman” Journal Name: Asia Pacific Journal of Research in Business Management, Volume No. 3, Issue No. 10 (2012), ISSN 2229 - 4104, pp 64 - 71.
17. Vanitha, R., and **Mayilvaganan, S., (2013).**, “Growth and Development of Bronze Sculptures in Swamimalai”, International Journal of Scientific Research, Volume-2, Issue-4, pp. 50-51, April 2013, ISSN 2277 - 8179
18. Vanitha, R., and **Mayilvaganan, S., (2013).**, “Organisation of Metal Icon Production in Swamimalai”, Indian Journal of Applied Research, Volume-3, Issue-4, pp. 79-80, April 2013, ISSN 2249-555X.
19. G.Karthikeyan and **Dr.S.Mayilvaganan,** “ Customer Satisfaction towards the Services of Public Sector Banks in Mayiladuthurai Town” Pages: 49-52 Journal Name: Annamalai Journal of Management, Vol. 5, Issue: I, December 2013, ISSN: 0974-0406
20. Santhini. M and **Mayilvaganan. S,** (2013) “INVESTORS’ PERCEPTION TOWARDS SHARES-A STUDY WITH REFERENCE TO MAYILADUTHURAI” Journal of Wisdom, A Journal of Business and Management, Volume 2, Issues 1, ISSN 2230 - 7257
21. Santhini. M and Mayilvaganan. S (2013) “ FUTURES - THE FUTURE OF RISK FREE ECONOMY”, HRD Times, Volume 15, ISSN 0976-7401.
22. **Mayilvaganan, S.,** and **Suganthi. N.,** (2014), “ROLE OF SEBI IN REGULATING THE FUNCTIONING OF INDIAN CAPITAL MARK”, EPRA International Journal of Economics, Business and Management Studies, (ISSN 2347 4378), Volume 2, August 2014, pp 145-150.
23. Vanitha, R., and **Mayilvaganan, S.,** (2014), “Performance Analysis of Bronze Sculptures Manufacturing Units In Thanjavur District”, International Research Journal of Commerce, Commerce Times, pp. 84-95, July 2014, ISSN 2320 - 9461.
24. Mayilvaganan. S and Sakthivel. K., (2014), “Blooming Green Energy Projects and Pollinating Private Equity Firms-An Indian Investigation”, International Journal of Management and Social Science Research Review, pp 34-36, Sep.-2014, ISSN - 2349-6738, Volume No. 1, Issue No. 3,

25. **Mayilvaganan, S.**, (2014), "Management of Non Performing Assets in Mayuram Urban Co-operative Bank", International Journal of Management and Social Science Research Review, (ISSN 2349-6738), Issue 1, Volume-5, November- 2014, pp 133-136.
26. **Mayilvaganan. S. and Santhini. M.**, (2015), " Women Entrepreneurs in India - An Overview", International Journal of Economic and Business Review, (ISSN 2349-0187), Volume-3, Issue-1, January-2015, pp 113-116.
27. **Mayilvaganan. S.**, (2015), "Sources and Application of Funds in Kumbakonam Urban Co-operative Bank", International Journal of Advanced Scientific Research & Development, (ISSN: 2394-8906), Volume 02, Special Issue 02, Version 02, August 2015, pp 306-309.
28. **Santhini.M., and Mayilvaganan. S.**, (2015), "Analysis of Pairs Trading Strategy", International Journal of Advanced Scientific Research & Development, (ISSN: 2394-8906), Volume 02, Special Issue 02, Version 02, August 2015, pp 280-282.
29. **Suganthi.N and Mayilvaganan. S.**, (2015), "Investor's Perception towards Equity Share with reference to Mayiladuthurai Town", International Journal of Advanced Scientific Research & Development, (ISSN: 2394-8906), Volume 02, Special Issue 02, Version 02, August 2015, pp 271-275.
30. **Prabakaran. G. and Mayilvaganan. S.**, (2015), "A Study on Working Capital Managemet of Kumbakonam Urban Co-operative Bank", International Journal of Advanced Scientific Research & Development, (ISSN: 2394-8906), Volume 02, Special Issue 02, Version 02, August 2015, pp 306-309.
31. **Mayilvaganan. S. and Prabakaran. G.**, (2016), "A Study on the Deposit Mobilization of Thiruvvarur Urban Co-operative Bank",International Journal of Scientific Research and Modern Education, (ISSN 2455 - 5630), Volume 1, Issue 1, 2016, pp172 - 177.
32. **Mayilvaganan, S.**, and Sowmya. V., (2017), "A Study on Sources and Application of Funds in Sirkazhi Urban Co-operative Bank in Nagapattinam District", EPRA International Journal of Socio-Economic and Environmental Outlook, (ISSN 2348 - 4101), Volume 02,Special Issue 02, Version 02, August 2014, pp 135-138.

33. **Mayilvaganan, S.,** and Sowmya. V., (2016), "A study on the Attitude of Tourists towards Environmental Impact in the Tourism Industry", EPRA International Journal of Economic and Business Review", (ISSN 2349 - 0187), Volume 4, Issue 7, Version 02, July 2016, pp 156-160.
34. **Mayilvaganan. S., and Sowmya. V., (2016),** " The Environmental Impact of Idol Immersion in Ganesh Chaturthi", International Journal of Advanced Scientific Research & Development, (ISSN 2394 - 8906), Impact Factor:2.415, Issue - 01, Version II Vol.3, January - March 2016, pp 293-298.
35. **Mayilvaganan, S. (2016),** "A Study on the Status of Loan Disbursement in Urban Co-operative Banks in Nagapattinam District", Tactful Management, International Recognition Interdisciplinary Research Journal, (ISSN 2319 - 7943), Volume - 4, Issue - 6, March-2016, pp 1-5.
36. Sundari. K., and **Mayilvaganan, S., (2016),** " Role of MSMEs in Economic Development", Global Online Electronic International Interdisciplinary Research Journal, (ISSN 2278 - 5639), Bi-Monthly, Volume - V, Issue - II, August 2016, pp 9-14.
37. **Mayilvaganan, S.,** and Sowmya, V., (2016), "A Study on the Analysis of Green Baby Care Industry", Guru Nanak Journal of Multidisciplinary Research, (ISSN:2277-1409), August 2016, pp 366-371.
38. Suganthi, N., and **Mayilvaganan, S., (2016),** "Investors' Attitude Towards Mutual Fund Investment in Kumbakonam Town ", Guru Nanak Journal of Multidisciplinary Research, (ISSN:2277-1409), August 2016, pp 320-3326
39. **Mayilvaganan. S., (2016),** " A Study on Sources and Applications of funds in Sirkazhi Urban Co-operative Bank in Nagapattinam District", International Journal of Socio-Economic and Environmental Outlook, (ISSN 2348 - 4101), Vol.3, February - January 2017, pp 135-138.
40. **Mayilvaganan. S., and Sowmya. V., (2016),** " A Study on the Role of Training and Development in Green Collar Jobs", International Journal of Human Resource, (ISSN 2348 - 0483), Impact Factor: 3.532, Special Issue, Conference Paper, July 2016, pp 104-112.

41. Suganthi, N., and **Mayilvaganan, S.**, (2016), "Investors' Attitude Towards Equity Investment in Kumbakonam Town ", Review of Research-International Online Multidisciplinary Journal, (ISSN:2249-894X), Impact Factor: 3.1402 (UIF), Volume - 5, Issue - 12, September 2016, pp 42-47.
42. Jency Priya Mary. L., and **Mayilvaganan, S.**, (2016), "Women Consumer Behaviour Towards Cosmetics in Kumbakonam Town ", EPRA International Journal of Economic and Business Review, (ISSN:2349-0187), InnoSpace(SJIF) Impact Factor:5.509, ISI Impact Factor: 1.259, Volume - 4, Issue - 9, September 2016, pp 49-55.
43. **Mayilvaganan. S., and Sowmya. V.**, (2016), " A Study on the Consumer Awareness and Perception Towards Eco Friendly Products ",A Peer Reviewed Refereed & Quarterly Journal, ROOTS, International Journal of Multidisciplinary Researches,, (ISSN 2349 - 8684), Impact Factor: 0.811, Vol:3, Special Issue, September 2016, pp 126-130.
44. **Mayilvaganan. S., and Sowmya. V.**, (2016), " Consumer Attitude towards Green Personal Care Products with special reference to Chennai City - An Analytical Study ", International Journal of Business Intelligence & Innovations, (ISSN 2348 - 4705), Special Volume Issue 4, November 2016, pp 265-269.
45. Karthikeyan. G., and **Mayilvaganan. S.**, (2016), " Corporate Governance Principles - An Overview ",AE International Journal of Multidisciplinary Research, (ISSN 2348 - 6724), Impact Factor: 2.78, Special Issue, November 2016, pp 154-155.
46. Jency Priya Mary. L., and **Mayilvaganan. S.**, (2016), " Consumers' Buying Behaviour towards Smart Phones in Thanjavur District",AE International Journal of Multidisciplinary Research, (ISSN 2348 - 6724), Impact Factor: 2.78, Special Issue, November 2016, pp 156-168.
47. **Mayilvaganan. S.**, (2016), " Consumers' Perception Towards Bank Deposits in Urban Co-operative Banks, Nagapattinam District, Tamilnadu ",AE International Journal of Multidisciplinary Research, (ISSN 2348 - 6724), Impact Factor: 2.78, Special Issue, November 2016, pp 169-173.
48. **Mayilvaganan. S., and Sowmya. V.**, (2017), " Women's Perception about Green Entrepreneurship in Mayiladuthurai Town ", Jamal Academic Research Journal: An Interdisciplinary, (ISSN 0973 - 0303), Special Issue, Volume - IX, No. 2, January 2017, pp 95-100.

49. **Mayilvaganan. S., and Sowmya. V., (2017),** “ Corporate Social Responsibility - Need of the Hour ”, *Research Explorer*, (ISSN 2250 - 1940), Impact Factor: IRJIF:2.014 & JIF: 1.85, Special Issue 1, February 2017, pp 338-341.
50. **Mayilvaganan. S., and Sowmya. V., (2017),** “ Understanding the Eco Consciousness and Perception of Consumers towards various Dimensions of Green Personal Care Products with Special Reference to Chennai City - A Multi-Dimensional Study ”, *Golden Research Thought, International Recognition Multidisciplinary Research Journal*, (ISSN 2231 - 5063), Impact Factor: 4.6052(UIF), Volume - 6, Issue - 11, May 2017, pp 27-38.
51. **Mayilvaganan. S., and Jency Priya Mary. L., (2017),** “ Consumers Perspective on Organic Food with special reference to Kumbakonam Town ”, *Shanlax International Journal of Managemet, A Peer-reviewed - Refereed Scholarly Quarterly Journal*, (ISSN 2321 - 4643), Impact Factor: 2.082, Vol. 5, Special Issue 1, August 2017, pp 15-20.
52. **Mayilvaganan. S., and Suganthi. N., (2017),** “ Investors’ Satisfaction towards Stock Market Investment - A Study with Reference to T-Nagar in Chennai ”, *Shanlax International Journal of Managemet, A Peer-reviewed - Refereed Scholarly Quarterly Journal*, (ISSN 2321 - 4643), Impact Factor: 2.082, Vol. 5, Special Issue 1, August 2017, pp 21-26.
53. **Mayilvaganan. S., and Sowmya. V., (2017),** “ Eco Labeling in the Context of Green Marketing ”, *Shanlax International Journal of Managemet, A Peer-reviewed - Refereed Scholarly Quarterly Journal*, (ISSN 2321 - 4643), Impact Factor: 2.082, Vol. 5, Special Issue 1, August 2017, pp 42-44.
54. **Jency Priya Mary., L and Mayilvaganan. S., (2017),** “ Consumers’ Buying Behaviour Towards Shampoos in Kumbakonam Town”, *International Journal of Business Intelligence & Innovations*, (ISSN 2348 - 4705), Special Issue, December 2017, pp 18-25.
55. **Mayilvaganan. S., and Sowmya. V., (2017),** “ An Analytical Study on Consumer’s Ecological Behaviour and Green Consumer Behaviour with Special Reference to Chennai City ”, *International Journal of Business Intelligence & Innovations*, (ISSN 2348 - 4705), Special Issue, December 2017, pp 197-206.

- 56. Mayilvaganan. S., and Sowmya. V., (2018),** “ Consumer’s Level of Eco Consciousness and Green Life Style in Chennai City ”, *Roots International Journal of Multidisciplinary Researches*, A Peer-reviewed, Refereed and Quarterly Journal, (ISSN 2349 - 8684), Impact Factor: 3.487, Vol. 4, Special Issue 4, January 2018, pp 22-27.
- 57. Mayilvaganan. S., (2018),** “ Performance Efficiency of Selected Urban Co-operative Banks in Mobilising Funds from Own Resources-A Study with Reference to Composite Thanjavur District, Tamilnadu ”, *Shanlax International Journal of Managemet*, A Peer-reviewed - Refereed Scholarly Quarterly Journal, (ISSN 2320 - 4168), Impact Factor: 3.017, Vol. 6, Special Issue 2, January 2018, pp 60-64.
- 58. Mayilvaganan. S., and Jency Priya Mary. L., (2018),** “ Consumers Satisfaction towards Toilet Soap in Kumbakonam Town”, *Emperor International Journal of Finance and Management Research*, UGC Approval Jr. No. 45308, Impact Factor:1.14, ISSN No. 2395-5929, Volume - IV, Issue - IV, April 2018, pp128-136.
- 59. Mayilvaganan. S., and Jency Priya Mary. L., (2018),** “Socio-Economic Status and its Impact on Consumer Satisfaction of Personal Care Products in Kumbakonam Town”,*Review of Research*, *International Online Multidisciplinary Journal*, UGC Approved, ISSN No. 2249-894X, Volume - 7, Issue - 11, August 2018, pp1-9.
- 60. Mayilvaganan. S., and Sowmya. V., (2018),** “ An analysis of the Eco-Consciousness of Consumers with Special Reference to Chennai City ”,*International Journal of Emerging Technologies and Innovative Research*, An International Peer Reviewed, Open Access Journal, UGC Approved, (ISSN 2349 - 5162), Impact Factor: 5.87, Vol. 5, Issue 7, July 2018, pp 420-423.
- 61. Mayilvaganan. S., and Sowmya. V., (2018),** “ Consumer’s Opinion Towards Environmental Products with Special Reference to Chennai City - An Analysis ”,*International Journal of Emerging Technologies and Innovative Research*, An International Peer Reviewed, Open Access Journal, UGC Approved, (ISSN 2349 - 5162), Impact Factor: 5.87, Vol. 5, Issue 8, August 2018, pp 1076-1078.
- 62. Mayilvaganan. S., and Jency Priya Mary. L., (2018),** “Consumers’ Buying Behaviour Towards Patanjali in Kumbakonam Town” *Research Directions*, *International Recognition Research Journal*, UGC Approved Journal No. 45489, ISSN No. 2321-5488, Volume - 6, Issue - 2, August 2018, pp1-8.

Papers published in Seminars / Conference through Edited Books (12)

- (i) **Mayilvaganan, S.**, 2010. Micro Credit: A panacea for Women's Empowerment. In: 147-150. N. Panchanatham., A. Rajamohan., A.A. Ananth and T. Karthikeyan (Eds,). Managerial Strategies for Excellence (ISBN: 978 81 8371 290 3).
- (ii) Vanitha, R., and **Mayilvaganan, S.**, 2010. Growth and Development of Bronze Icons. In: 339-342. N. Panchanatham., A. Rajamohan., A.A. Ananth and T. Karthikeyan (Eds,). Managerial Strategies for Excellence (ISBN: 978 81 8371 290 3).
- (iii) Santhini, M., and **Mayilvaganan, S.**, 2010. Pairs Trading: A Fair Investment Strategy for Investors. In: 151-153. N. Panchanatham., A. Rajamohan., A.A. Ananth and T. Karthikeyan (Eds,). Managerial Strategies for Excellence (ISBN: 978 81 8371 290 3).
- (iv) **Mayilvaganan, S.**, and Karthikeyan, G. 2010. "Small and Medium Enterprises-The Hub of Rural India". In:451-454; Aranganathan, T., Vijayarani, K., Elangovan, R., Sundar, K., and Srinivasan, . (Eds.). Social and Human Resource TDevelopmental Issues in Contemporary Business. (ISBN: 97 88 18 371 2637).
- (v) Dhinesh Sankar, S., and **Mayilvaganan, S.**, 2010. "Growth and Development of SSI in India-A Study ". In:439-442; Aranganathan, T., Vijayarani, K., Elangovan, R., Sundar, K., and Srinivasan, T. (Eds.). Social and Human Resource Developmental Issues in Contemporary Business. (ISBN: 97 88 18 371 2637).
- (vi) Vanitha, R., and **Mayilvaganan, S.**, 2010. "Production Methods of Bronze Sculptures". In:474-478; Aranganathan, T., Vijayarani, K., Elangovan, R., Sundar, K., and Srinivasan, T. (Eds.). Social and Human Resource Developmental Issues in Contemporary Business. (ISBN: 97 88 18 371 2637).
- (vii) Aruna, V.,and **Mayilvaganan, S.**, 2010. "Work Life Balance and its Impact on Performance in Tamilnadu State Transport Corporation Limited-Kumbakonam ". In:863-866; Aranganathan, T., Vijayarani, K., Elangovan, R., Sundar, K., and Srinivasan, T. (Eds.). Social and Human Resource Developmental Issues in Contemporary Business. (ISBN: 97 88 18 371 2637).

- (viii) Sakthivel, K., and **Mayilvaganan, S.**, 2010. "Beckoning Private Equity Firms and Reckoning the Responsive Patterns-An Analytical Study". In:398-403; Aranganathan, T., Vijayarani, K., Elangovan, R., Sundar, K., and Srinivasan, T. (Eds.). *Survival and Growth Strategies for Business Dynamics*. (ISBN: 97 881 8371 2620).

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- (v) **Mayilvaganan. S** and Umamaheswari, R., 2012, "A study on measuring the extent of factors influencing the bank profitability with special reference to UCBs in Coimbatore District", In: pp95-104; Emerging Trends in Management Practices.
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- (xii) **Mayilvaganan. S.**, and Sowmya. V., (2018), "An Analytical Study on Consumer's Ecological Behaviour and Green Consumer Behaviour with special Reference to Chennai City ", Proceedings of the One Day International Conference on "Recent Trends in Commerce", organised

by Dept. of Commerce, Nazareth College of Arts & Science, Avadi, Chennai on 8th December 2017, p 49.

Extension Activities

- (i) Acted as Resource Person for SHG members (Entrepreneurial Development Training) organised by Tamil Nadu Corporation for Development of Women Ltd., Project Implementation Unit, Nagapattinam (Mahalir Thittam) Period: 22-11-2005 to 30-11-2005.
- (ii) Acted as Resource Person for SHG members (Entrepreneurial Development Training) organised by Tamil Nadu Corporation for Development of Women Ltd., Project Implementation Unit, Nagapattinam (Mahalir Thittam) Period: 12-12-2005 to 19-12-2005

Interview in Tamil Magazine

Interview about Central Budget 2016 is published in Tamil Weekly Magazine “**Nanaya Vikadan**” Dated on 13-3-2016

External Examiner:

Acted as External Examiner for conducting Ph.D., Public Viva-voce Examination for the Candidate Mrs. G. Bhuvaneshwari (Guide: Dr. R. Krishnakumar) at St. Joseph’s College of Arts and Science (Autonomous), Cuddalore-607 001 on 27-08-2019.

Certificate of Appreciation Received

1. Received Certificate of Appreciation for Volunteering time and effort in the Dengue fever prevention awareness programme organised by Mayiladuthurai Municipality in collaboration with Nagapattinam Health Department (13-10-2015).
2. Received Certificate of Appreciation from Superintendent of Police, Nagapattinam District for outstanding involvement in conducting of Tamil Nadu Legislative Assembly Election, 2016 in Nagapattinam District (18-05-2016).

3. Received Certificate of Appreciation for organising a “Voluntary Blood Donation -Camp” on 21-09-2016 and arranged 98 units of Blood from Sri Kali Charitable Trust, Thanjavur.
4. Received Certificate of Appreciation for organising a “Voluntary Blood Donation -Camp” on 17-07-2017 and arranged 82 units of Blood from Sri Kali Charitable Trust, Thanjavur.#
5. Received Certificate of Appreciation from **Modern Unchavarthi Seva**, Aduthurai for participating as volunteer in **Cauvery Pushkaram - 2017** from 12th September to 24th September
6. Received “ Vithaikor Viththu” award from Srinivasa Higher Secondary School, Melaiyur, under “Vizhithiru Programme” on 4-01-2018 for preparing 1,00,000 seed balls by involving 300 NSS volunteers
7. Received certificate of Appreciation Award for active involvement in the 8th National Voters’ Day Celebrations held on 25th January,2018 from Revenue Divisional Officer, Mayiladuthurai Taluk.
8. Received certificate of Appreciation from Tamilnadu State Aids Control Society and State Blood Transfusion council, Egmore, Chennai for organising voluntary blood donation camp at Mannampandal on 24-09-2018 towards the needy and dying patients of Government Hospital.
9. Received Certificate of Appreciation from the Honourable Nagapattinam District Collector Dr. S. Sureshkumar for organising voluntary blood donation camp for the year 2017-18 on 9th October 2018

Awards and Rewards

1. Received the cash award of Rs. 40,000 with certificate of appreciation under National Young Leaders Programme (Ministry of Youth Affairs and Sports, Govt. of India) for the year 2015-2016.
2. Received the Best NSS Programme Officer Award at the Bharathidasan University Level from the Honble’ Vice-Chancellor of Bharathidasan University, Trichy, for the Year 2016-17.

3. Received Nation Builder Award 2018 on the occasion of Teachers' Day from Rotary International, District 2981.
4. Received "Maha Guru – Kalam Viluthukal Awards, 2019", from Scientist Thiru V. Ponraj, Scientific Advisor to Former President of India Dr. APJ Abdul Kalam on 24-03-2019 in presence of Tmt. T.S.K. Mayuri, Grand Daughter of Former Chief Minister Perunthalar Kamarajar.

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