



Dr. G.VENKATESHWARAN.
M.Com. M.Phil., M.B.A., Ph.D.
Mobile: +91 9942332074
Email: gvenks123@gmail.com

Objective: To work in an environment which encourages me to grow professionally where I can utilize my skills and knowledge appropriately.

Specialization: Accounting & Finance, Human Resource Management.

Teaching Experience:(11th Year)

- **Kalasalingam Academy of Research and Education (Deemed University).**
Assistant Professor of Commerce, from June 2023 to till date.
- **VHNSN College (Autonomous), Virudhunagar.**
Assistant Professor of Management Studies, from August 2021 to April 2023.
- **College of Business and Social Sciences, Adikeyh--Eritrea.**
Lecturer in Accounting Department from October 2019 to July 2021.
- **Gambella University, Gambella, Ethiopia.**
Lecturer in Accounting Department from November 2017 to November 2018.
- **SRM University, Chennai, Tamil Nadu- India.**
Assistant Professor of Commerce from February 2014 to October 2017.
- **GVN College Self-financing Courses, Kovilpatti, Tamil Nadu- India.**
Assistant Professor of Commerce from July 2011 to November 2013

Education:

- **Ph.D.** in Vels Institute of Science, Technology & Advanced Studies (VISTAS), Chennai, **October 2022.**
- Post Graduated with **Second Class** in Business Administration (**MBA**) affiliated to Alagappa University in Dec.2015.
- Post Graduated with **First Class** in Master of Philosophy in Commerce (**M.Phil.**) in **V.H.N.S.N.College** Virudhunagar affiliated to Madurai Kamaraj University (2010-2011)
- Post Graduated with **First Class** in Commerce (**M.Com**) in **V.H.N.S.N.College** Virudhunagar affiliated to Madurai Kamaraj University (2008-2010).
- Graduated in Commerce (**B.Com**) in Devangar Arts College, Aruppukottai affiliated to Madurai Kamaraj University (2005-2008).
- **HSC.** Govt. Hr. Sec. School, Muthuramalingapuram, Virudhunagar District. (2005)
- **S.S.L.C.** Govt.Hr.Sec.School, Muthuramalingapuram, Virudhunagar District (2003)

Question Setting Member & External Examiner:

- Panimalar Engineering College, Chennai.
- Subbulaksahmi Lakshmi pathy College of Science (An Autonomous Institution), Madurai.
- Sri Kaliswari College, Sivakasi.
- Lady Doak College, Madurai.
- Sri Parasakthi College for Women, Kutralam, Tenkasi.
- S.Vellaichamy Nadar College, Madurai.
- VHNSN College (Autonomous), Virudhunagar

Book Publication:

- Published a book titled “*Crafting Scholarly Success: A Path to Research, Writing and Internship Excellence*” With ISBN: 978-81-19337-31-6.

Book Chapter:

- Titled “, State of Data Security and Privacy in the Indian Banking Industry”. ISBN: 979-8-89113-824-7 – **BANK TECH 4.0.**

Patents:

- Patent titled “Analysis of how important flip kart E-Commerce Business Market place in India” Dated 04/01/2024.
- Patent titled “Effect of human relations on organizational productivity” Dated 15th day of August 2023.
- Patent titled “Analysis on why social media marketing in very successful” Dated 15th day of August 2023

Ph.D. Thesis Title:

Occupational stress: Intensity and its impact on organisational Performance: A study with special reference to IT industry in Chennai city.

Subjects Handled: (Selected)

In Eritrea and Ethiopia-*(Principles of Accounting-I & II, Cost Accounting, Working Capital Management, Auditing, Accounting Information Systems, Intermediate Accounting-I)*

In India – *(Financial Accounting, Production Planning and Control, Strategic Management, Innovation and Entrepreneurship, Business Law, Company Law, Business Management, Personality Development, Cost Accounting, Industrial Law, Mercantile Law, Tally ERP9)*

WORKSHOP / SEMINAR/ CONFERENCE ATTENDED: From 01-06-2023 onwards:

- Participated in One day National Webinar on Plastic-Free planet: “*Strategies for Sustainable Development*” held on 27.04.2024
- Attended a webinar on “Wealth Creation on Financial Planning” Organised by Dolphin Institute of Medical Sciences and Technology, Pulwama, J&K on 3rd January 2024.

- Presented a paper titled “AI Advancements in Indian Education” in the International Conference on Application of Artificial Intelligence and Internet and Things in Management, Science and Technology organised by Indian Academicians and Researchers Association on 16th December 2023.

FACULTY DEVELOPMENT PROGRAMME:

- Participated in an Online Faculty Development Program on “Teaching Pedagogy” organised by the School of Management Studies, University of Hyderabad, between 17.05.2024 to 19.05.2024.
- Participated in Seven Day National Level FDP on Research Methodology through online from 08.05.2024 to 14.05.2024.
- Participated in the One week Online FDP on “Navigating Data Analytics for Research Excellence” Organised by the Department of Corporate Secretary ship and Accounting & Finance, Faculty of Science and Humanities, SRM IST, Chennai from 19th June to 25th June 2023.
- Participated in FDP on “Data Analysis Using PLS and NVIVO” organised by Kalasalingam Business School, KARE, Krishnankoil on 15th & 16th June 2023.
- Participated in IP Awareness /Training Program under National Intellectual Property Awareness Mission On June 06, 2023 Organised by Intellectual Property Office, India.

PUBLISHED ARTICLES:

S. N	TITLE OF THE PAPER	NATIONAL/INTERNATIONAL/ JOURNAL NAME	ISSN/ISBN & YEAR
22	A study on Buying Progression of Shampoo for Men and Women A Cross Tuticorin District	ComFin Research, OPEN ACCESS, Vol.12,no.1,2024,pp.31-37 01.01.2024	E-ISSN: 2582-6190 DOI: https://doi.org/10.34293/commerce.v12i2.6822
21	Elevating Purchase Intentions: The Resonance of Electronic Word of Mouth (eWOM)	ComFin Research, OPEN ACCESS, Vol.12,no.1,2024,pp.65-76 01.01.2024	E-ISSN: 2582-6190 DOI: https://doi.org/10.34293/commerce.v12i1.6816
20	A Study on Graduate Students Advertnence and Expertise towards Higher	International Journal of Arts, Science and Humanities	ISSN:2321 – 788x & 2582-0397(Online) DOI: https://doi.org/10.34293/sijash.v11i3.6890

	Education in Chennai City.		
19	AI Advancements In Indian Education	IJFANS International Journal of Food and Nutritional Sciences	ISSN 2319, 1775 Online 2320 7876
18	Cloud-Driven Innovation in Bank tech: Transforming the financial landscape	Rabindra Bharati Journal of Economics Peer reviewed and Referred Journal	ISSN:0975-802X Vol : XXVII, No:8, 2023 with IF: 6.986
17	Analyzing the impact of e-service quality and customer satisfaction among students: a study with special reference to Virudhunagar town	Rabindra Bharati Journal of philosophy UGC CARE GROUP-1 Journal	ISSN : 0973-0087 Vol. : XXIV, No:19, 2023 with IF: 6.986
16	College Students Mental Health and Academic Pressures: Findings from A Study focused on the City of Virudhunagar	Neuro Quantology(SCOPUS INDEXED) www.neuroquantology.com	December 2022/Volume 14/Issue 4/doi:10.14704/nq.2016.14.4.961 (ISSN 1303-5150)
15	Coping Activities of Academic Stress: A Study with Special reference to Science and Humanities under Graduates in Virudhunagar District, Tamilnadu.	Purana (UGC Care Listed Group 1)	ISSN : 0555 – 7860 (2022)
14	Job Stress and Ergonomics Problems among Women Employees of	Design Engineering (SCOPUS INDEXED)	ISSN No. 0011-9342 & 2021

	IT Sector in Chennai City.		
13	A Study On Stress Caused By Role Conflict With Work Place Deviant Behaviours In Selected Banks Of Chennai	Ilkogretim Online - Elementary Education Online (SCOPUS INDEXED)	http://ilkogretim-online.org doi:10.17051/ilkonline.2021.05.298 ISSN No. 13053515
12	“Dominating Factors Of Work Life Balance And Productivity - Special Reference To It Sector - Chennai City”	International Journal of Advanced Science and Technology (SCOPUS INDEXED)	ISSN: 2005-4238 & 2020
11	“ A Descriptive Study on Corporate Social Responsibility and the Human Rights in India”	Indian Journal of Applied Research	ISSN No. 2249 – 555x & 2019
10	“Occupational Stress among Ford Employees – Chennai	Think India Journal	ISSN No. 0971 – 1260 & 2019
9	“Academic Stress among College Students – With reference to Chennai City.	Emperor International Journal of Finance and Management Research	ISSN No. 2395 – 5929 & 2019
8	“ Artificial Intelligence through Human Resource”	International Organisation of Scientific Research	ISSN No. 2278 – 3008 & 2019
7	“Demonetisation and its Effect on Online Shopping in India”	International Journal of Scientific Research (Index Copernicus Value: 93.98)	ISSN No. 2277 – 8179 & 2018

6	“A Descriptive Study on Corporate Social Responsibility and the Human Rights in India”	Indian Journal of Applied Research	ISSN No. 2249-555X & 2018
5	“Social Media Changed the Peoples Shopping Attitude Towards Digital Shopping” A Conceptual Analysis	PARIPEX – Indian Journal of Research (Index Copernicus Value:79.96)	ISSN No: 2250-1991 & 2017
4	“An Overview of Money Market”	International journal of Management and Social Science Research Review	ISSN No. 2349 – 6738 & 2017
3	“Cryptography for Enabling E-Commerce”	Indian Journal of Applied Research	ISSN No. 2249-555X & 2016
2	“Flood Forecasting and Management”	International Journal of Advance Research and Innovative Ideas in Education	ISSN No. 2395 – 4396 & 2016
1	“People New Trend of Shopping in Modern Era” “Online Marketing”	International Journal of Advance Research and Innovative Ideas in Education	ISSN No. 2395 – 4396 & 2016

Project Guided:

- UG – 13
- PG – 15

As a Resource Person:

- Served as a **Judge** in the Inter-collegiate Management Meet ”**SKIMT MAGNATE 2024**” organised by Sri Kaliswari Institute of Management and Technology, Sivakasi on 16th February 2024.
- Acted as a **Resource Person** on the topic “**Value Chain Analysis**” on 14.03.2023 organised by the PG and Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi.
- Served as a **Judge** in the **Inter Departmental Literary and Cultural Competitions (CAMP FEST – 2K22)** of Arul Anandar College, Madurai on 22-12-2022

- Acted as a **Resource Person** on the topic “**A Survey on Managerial Economics**” on 21.11.2022 organised by the Department of Commerce, Jai Sai Ram Arts and Science College, Virudhunagar.

Programme Organised:

- Organised a Industrial Lecture titled,” *Opportunities and Challenges of Entrepreneur in Current Scenario*” for B.Com graduates of Kalasalingam Deemed University on 28/07/2023.
- Organised a first ever program in VHNSN College History “ *Student Interaction with Principal – Part-1*” in VHNSN College – You tube link <https://youtube/i5gvzdHtP2A>.
- Organised and acted as a Co-ordinator for an industrial visit to a Spinning Mills, Kovilpatti for BBA (SF) Students on 06/01/2023.
- Organised a Fitness Awareness Programme for MBA students on October 2022 at VHNSN College (Autonomous), Virudhunagar.
- Organised a Guest lecture programme on “ Civil Law – A Fundamental aspect of Indian Constitution” on August 2022 at VHNSN College (Autonomous) , Virudhunagar
- Organised a Guest lecture programme on “Team Leader” on May 2022 held at VHNSN College (Autonomous), Virudhunagar.
- Organised a Guest lecture programme on “Learn to Learn towards excellence” on October 2021 held at VHNSN College (Autonomous), Virudhunagar.
- Organised a Guest lecture programme on “Easy English for you” on August 2021 held at VHNSN College (Autonomous) , Virudhunagar.
- Organised a Guest lecture programme on “ Factories Act 1948” – Health, Welfare and Safety measures in Factory premises’ on September 2012 at GVN College (SF), Kovilpatti.
- Organised a Health awareness programme on “Chikungunya virus” in GVN College, Kovilpatti.
- Co-ordinator for ERP Programme in SRM University, Chennai.
- Exam Committee member in SRM University, Chennai.

Extra curriculum Activities:

- Actively participated in NCC and NSS Programme.
- Prised **Best Candidate Award** (NCC - 28 Battalion) in Combined Annual Training Camp held in ANJAC, Sivakasi.
- Youth Red Cross member in School Level.
- Event Organizer and Cultural Co-ordinator.

Awards:

- Bagged an Award “**PILLARS OF INDIA**” in Education on November 2021.

Organisational Skills and Competencies

- Good skills to work independently and in groups too, delegating and anticipating higher needs; strong sense of responsibility and serious dedication to work, with the achievement of objectives and actions.
- Offering information, personal assistance to school and Commerce students about the subjects.

Additional Skills And Competencies

- Presentation and Facilitation
- Planning, Organization and Management.

Personal Details:

Date of Birth – 22.11.1987
Marital status – Married
Nationality – Indian
Mother Tongue – Tamil
Native – Aruppukottai.

Dr. G.VENKATESHWARAN
