



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.

Presented a Research Paper titled, *“Adapting Agriculture Water Management Practises Using Artificial Intelligence for Climate resilience and Sustainability of Virudhunagar District of TamilNadu* at International Conference held at **INDIAN INSTITUTE OF MANAGEMENT (IIM) BANGALORE**, on 9th, 10th & 11th December 2024.

Teaching Experience :(13th Year)

- **Velammal College of Engineering and Technology, Madurai.**
Assistant Professor in Masters of Business Administration from June 2024 to till date.
- **Kalasalingam Academy of Research and Education (Deemed University).**
Assistant Professor of Commerce, from June 2023 to June 2024.
- **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:

- Dhanalakshmi Srinivasan University.
- NPR Engineering College, Natham.
- Panimalar Engineering College, Chennai.
- Subbulakshmi Lakshmipathy College of Science (An Autonomous Institution), Madurai.
- Srikalishwari College, Sivakasi.
- Lady Doak College, Madurai.
- Sri Parasakthi College for Women, Kutralam, Tenkasi.
- S.Vellaichamy Nadar College, Madurai.
- VHNSN College (Autonomous), Virudhunagar

Memorandum of Association:

- Signed MoU with **International University of Malaysia INTI** for International Collaboration.

Placement Records:

- Successfully organized a campus placement drive for MBA Finance students in collaboration with GEO JIT FINANCIAL SERVICES. Facilitated their recruitment into high-paying roles, thereby contributing to enhanced student career outcomes and industry engagement.

Book Publication:

- Published a book titled,” **Foundations of Marketing Research: A Comprehensive Guide,**” with ISBN:978-93-9177269-7.Forschung Publishing. Beyond Line Publications.
- Published a book titled,” **Global Perspectives: Introduction to International Marketing Research.**ISBN:978-93-9215142-2.First Book Publications.
- Published a book titled “**Crafting Scholarly Success: A Path to Research, Writing and Internship Excellence**” With ISBN: 978-81-19337-31-6.Shanlax Publications.

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

Funded Project:

S.N	TITLE	AGENCY	BUDGET	STATUS
1	“ADAPTING AGRICULTURAL WATER MANAGEMENT PRACTISES FOR CLIMATE RESILENCE AND SUSTAINBILITY OF SELECTIVE WESTERN GHATS OF THE STATE OF TAMILNADU”	ICSSR	Rs. ₹1,01,20,000	SUBMITTED

Faculty Internship:

- Underwent an Internship training for a week from 11.07.2024 to 17.07.2024 in Sri Kumaravel Industries, Sivakasi.
- Underwent an Internship training for a week from 25.12.2024 to 31.12.2024 in Kalaimagal Nilaiyam, Sattur.

Consultancy:

- Done a project work in Kalaimagal Nilaiyam, Sattur and received Rs.10,000 as a consultancy amount.
- Done a Research Project regarding Service Quality and Patient Satisfaction level in Velammal Medical College & Hospital, Madurai. Received Consultancy amount of Rs. 15000.

Other Research Contribution:

- Reviewed research articles in the International Conference on Innovation, Creativity and Development in ART Culture Training held on 22nd October 2024, National University of Arts Education, Vietnam.
- Acted as a Chair Person in an International Conference on Multi-Disciplinary Research at IIT Alumni Industry Interaction Center, IIT Madras Research Park, Chennai, on 15.12.2024.

Ph.D. Thesis Title:

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

Project Guided:

- UG – 20
- PG – 30

As a Resource Person:

- Acted as a Resource Person on the topic “**Recent Trends in Accounting Management System**” on 27.07.2024 organised by Kalasalingam School of Law, Kalasalingam Academy of Research and Education, Krishnankoil, Srivilliputhur.
- 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:

- Organized an “**Industrial Visit**” to Tuticorin Port for MBA Students on 30-07-2025.
- Organized an activity “**IDEATHON**” to Finance Students of MBA on 19-07-2025.
- Organized an activity” **JOB SEEKERS Vs HR** – A real time interview experience on 18-07-2025.
- Organized an activity” **ROLE OF KEY DRIVERS IN SUPPLY CHAIN**” on 17-07-2025
- Organised a “**Research Day**” Two days Program for MBA Students on 26-03-2025 & 27-03-2025 @ VCET.
- Organised a “**Placement Training Programme on CAMPUS TO CORPORATE-BUILDING SKILL FOR PLACEMENT SUCCESS**” for MBA Students on 10-03-2025 @ 1.30PM @ I MBA Class room, VCET.
- Organised a “**Guest Lecture Program on The Art of Research Writing**” on 07-03- 2025 for MBA Students @ 11.00 AM @ I MBA Class room, VCET.
- Organised a “**Interactive Workshop: Leveraging NPTEL Courses for MBA Excellence**” on 03-12-2024 @ 10.00 AM I MBA Class room, VCET.
- Organised a Guest Lecture Program on “**Mastering Compliance: A Comprehensive Program on Income Tax Returns Filing and GST**” on 19-10-2024 at 10.00AM-12.30PM @ Seminar Hall-II, VCET.
- Organised “**FIN COMPETITIONS 2024**” for MBA students on 18.10.2024 in MBA department Classroom at 3.00PM – 4.00PM.
- Organised a Guest Lecture Program on “**Unlocking Success: Insights into Finance and Management Consulting**” for MBA Students on 17-10-2024 at 10.AM-10.45AM, in C.K.Prahalad Hall, VCET.
- Organised an Online Workshop on “**Career Advancement in MBA**” for final year Engineering Students for VCET on 05-10-2024 at 7PM – 8PM.

- Organised a One day workshop on “**Real Time Online Share Trading**” for MBA students of Velammal College of Engineering and Technology, Madurai on 24-08-2024, in MSME LAB, VCET.
- Coordinated and organised **Department Assessment Committee (DAC)** meeting on 28.06.2024 in Department of MBA, Velammal College of Engineering and Technology, Madurai.
- 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.
- Awarded “**Best Faculty**” by IERD in the year 2024.

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

- Attended “Six Days Online Workshop on CONQUERING THE CORPORATE LADDER– THE DO's AND DON'Ts FOR PROFESSIONAL EXCELLENCE” organized by Exceeds Academy and Research (ESAR) during 09.09.2024 to 14.09.2024.
- Conference Proceedings titled,” **Crowd Funding: A Novel Approach To Fundraising For Enterprises: A Descriptive Study**” International Conference on Business Excellence for Strategic Transformation, (IC-BIEST 2024) Organised by University of Technology and Applied Sciences, Sultanate of Oman and MS-DoMs, Chennai.

- Participated in IP Awareness/Training program under National Intellectual Property Awareness Mission on June 21, 2024 Organised by Intellectual Property Office, India.
- 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 a five days National Virtual FDP on ,”Integrating NEP 2020 into Higher Education: Strategies for Faculty development and Curriculum Innovation” held from 02.09.2024 to 06.09.2024 organised by Department of BBA(UG) & Department of Commerce(IB), Hindustan College of Arts & Science (Autonomous), Coimbatore.
- Participated in “Five day National Level FDP on Structural Equation Modelling Using AMOS through Online from 06.07.2024 to 10.07.2024, Organised by VV academy (MSME, Govt. of India).
- Participated in “Five day International Level FDP on Outcome Based Education” from 01.07.2024 to 05.07.2024 Organised by Velammal College of Engineering and Technology, Madurai in association ALLANA Institute of Management Science, Pune.
- Participated in “One Day Online Faculty Development Program On Ai Tools For Teaching” organized by Star International Foundation for Research and Education on 22.06.2024
- Participated in Five day International Online Workshop on “Research Methodology” organized by Global Institutes of Statistical Solutions (GISS) from 12.06.2024 to 16.06.2024
- Participated in two day online FDP on “AI Powered Classroom” Organized by Dr.M.G.R.Educational and Research Institute (Deemed to be University) Chennai between 12.06.2024 to 12.06.2024.
- Participated in three day 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, Organised by VV academy (MSME, Govt. of India).
- 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:

PUBLICATION DETAILS	
Digital Transformation in Commerce: Evaluating the Impact on Consumer Behavior and Business Growth	Cuestiones de Fisioterapia https://doi.org/10.48047/md0tkf14 Cuest.Fisioter.2025.54(5): SCOPUS
Innovative Accounting Practices: Bridging Traditional Methods with Modern Financial Reporting	Journal of Information Systems Engineering and Management 2025, 10(20s) e-ISSN: 2468-4376 https://www.jisem-journal.com/ SCOPUS
Exploring Trends in Financial Reporting and Business Growth	Journal of Information Systems Engineering and Management 2025, 10(20s) e-ISSN: 2468-4376 https://www.jisem-journal.com/ SCOPUS
Artificial Intelligence in HR: Transforming Recruitment and Selection in IT Industry	Journal of Information Systems Engineering and Management 2025, 10(17s) e-ISSN: 2468-4376 SCOPUS https://doi.org/10.52783/jisem.v10i17s.2705
Bridging the Gap: Quality Education as a Pathway to Decent Work and Economic Growth	Journal of Information Systems Engineering and Management 2025, 10(17s) e-ISSN: 2468-4376 https://www.jisem-journal.com/ SCOPUS https://doi.org/10.52783/jisem.v10i17s.2703
Catalysing Growth: The Role of Innovation in Modern Business Strategies	Book Chapter No.6. Emerging Paradigms; Commerce and Management Researches. A Publication of ZODHA Research Solutions – ISBN: 978-93-341-2548-1. Dec2024.
Leveraging Block Chain Technology for Transforming Agricultural Financing with Special reference to Madurai district.	Frontiers in Health Informatics (SCOPUS) ISSN-Online: 2676-7104 2024; Vol 13: Issue 3
Employee Well-being and Mental Health Support of University Faculties	IGI GLOBAL, HERSHEY,USA,Chapter-16 (SCOPUS) ISBN:9798369330579 Pp.259-270, 2025.
Strategies for Success in Remote and Blended Work Environments	IGI GLOBAL, HERSHEY,USA,Chapter-14 ISBN:9798369330579 Pp.219-234, 2025.

Job Satisfaction and Performance of College Teachers in the online Teaching Mode	Journal of Informatics Education and Research: ABDC. ISSN:1526 – 4726, Vol 4 Issue 3 (2024)
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
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
A Study on Graduate Students Advertnce and Expertise towards Higher Education in Chennai City.	International Journal of Arts, Science and Humanities. ISSN:2321 – 788x & 2582-0397(Online) DOI: https://doi.org/10.34293/sijash.v11i3.6890
AI Advancements In Indian Education	IJFANS International Journal of Food and Nutritional Sciences. ISSN 2319, 1775 Online 2320 7876
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
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
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)
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)
Job Stress and Ergonomics Problems among Women Employees of IT Sector in Chennai City.	Design Engineering (SCOPUS INDEXED). ISSN No. 0011-9342 & 2021

A Study On Stress Caused By Role Conflict With Work Place Deviant Behaviours In Selected Banks Of Chennai	<p>ilkogretim Online - Elementary Education Online (SCOPUS INDEXED).</p> <p>http://ilkogretim-online.org</p> <p>doi:10.17051/ilkonline.2021.05.298</p> <p>ISSN No. 13053515</p>
“Dominating Factors Of Work Life Balance And Productivity - Special Reference To It Sector - Chennai City”	<p>International Journal of Advanced Science and Technology (SCOPUS INDEXED).</p> <p>ISSN: 2005-4238 & 2020</p>

“ A Descriptive Study on Corporate Social Responsibility and the Human Rights in India”	<p>Indian Journal of Applied Research.</p> <p>ISSN No. 2249 – 555x & 2019</p>
“Occupational Stress among Ford Employees – Chennai	<p>Think India Journal.</p> <p>ISSN No. 0971 – 1260 & 2019</p>
“Academic Stress among College Students – With reference to Chennai City.	<p>Emperor International Journal of Finance and Management Research.</p> <p>ISSN No. 2395 – 5929 & 2019</p>
“ Artificial Intelligence through Human Resource”	<p>International Organisation of Scientific Research .</p> <p>ISSN No. 2278 – 3008 & 2019</p>
“Demonetisation and its Effect on Online Shopping in India”	<p>International Journal of Scientific Research (Index Copernicus Value: 93.98)</p> <p>ISSN No. 2277 – 8179 & 2018</p>
“A Descriptive Study on Corporate Social Responsibility and the Human Rights in India”	<p>Indian Journal of Applied Research</p> <p>ISSN No. 2249-555X & 2018</p>
“Social Media Changed the Peoples Shopping Attitude Towards Digital Shopping” A Conceptual Analysis	<p>PARIPEX – Indian Journal of Research (Index Copernicus Value:79.96)</p> <p>ISSN No: 2250-1991 & 2017</p>
“An Overview of Money Market”	<p>International journal of Management and Social Science Research Review</p> <p>ISSN No. 2349 – 6738 & 2017</p>
“Cryptography for Enabling E-Commerce”	<p>Indian Journal of Applied Research</p> <p>ISSN No. 2249-555X & 2016</p>
“Flood Forecasting and Management”	<p>International Journal of Advance Research and Innovative Ideas in Education</p> <p>ISSN No. 2395 – 4396 & 2016</p>
“People New Trend of Shopping in Modern Era” “Online Marketing”	<p>International Journal of Advance Research and Innovative Ideas in Education</p> <p>ISSN No. 2395 – 4396 & 2016</p>

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	– Muthuramalingapuram, Aruppukottai.

Dr. G.VENKATESHWARAN
