

## PROFILE

**Dr. M.JAISUN, M.B.A.,M.Phil.,DLLAL.,PGDSMO.,Ph.D.,**

Assistant Professor,

Research Centre in Business Administration,

V.H.N.Senthikumara Nadar College (Autonomous),

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### Career Accomplishments

#### Mile stones

- Cleared **AMFI - Financial Advisor Module for Mutual Funds** conducted by **All India Mutual Funds Association** in the year 2006.
- Cleared **SLET - State Level Eligibility Test for Lectureship** conducted by **Tamil Nadu Government** in the year 2006.
- Cleared **NCFM - Capital Market Module** conducted by **National Stock Exchange** in the year 2007.
- Awarded **M.Phil (Management)** from Alagappa University, Karaikudi in the year 2012.
- Awarded **Ph.D in Business Administration** from Manonmaniam Sundaranar University, Tirunelveli in the year 2014.
- Received **Best Teacher Award (2014-15)** from V.H.N Senthikumara Nadar College (Autonomous), Virudhunagar in the year 2015.
- Recognized as a **Research Guide** by Madurai Kamaraj University in the year 2017 to guide Ph.D Registrants in Business Administration Discipline.
- Received **Kamarajar Award** from Rotary Club of Virudhunagar in the year 2021.

#### Book Publications

- Edited a book 'EVOLUTION OF BUSINESS MANAGEMENT ETHOS IN INDIA' published by V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar in the year 2019.
- Edited a book 'TECHNOLOGICAL TRANSFORMATION - A BOOM OR THREAT FOR ENTREPRENEURSHIP' published by V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar in the year 2018.
- Developed a Reading Material Book titled 'RURAL MARKETING' for PG Diploma in Marketing Management Course under DDE stream for Madurai Kamaraj University, Madurai in the year 2014.

## **Research Publications**

- Role of Women - The Unsung Warriors and Stewards of Indian Agriculture published in Impact of Skill Development on Rural Youth in India, ISBN.No.978-93-83191-85-7, Page No: 32-37, May 2022.
- Awareness Study of Personal Financial Planning among the Households in Sattur Town, Virudhunagar District, Tamil Nadu published in Asian Journal of Managerial Science (AJMS), ISSN.No.2249-6300, Vol 11(1), P.No: 41-44, Apr 2022.
- Awareness and Impact of Green Marketing on Consumer Behaviour in Virudhunagar Town published in Green Marketing and Sustainable Development ISBN-13: 978-9390692972 Mittal Publications, New Delhi Pg No: 33-44, January 2022.
- A Study on the Impact of COVID-19 on the Academic Performance of Arts and Science College Students in Virudhunagar District published in International Multidisciplinary Innovative Research Journal (IMIRJ) - An International Refereed e-journal, Vol 6(1), ISSN.No.2456-4613, Page No: 21-28 December 2021.
- A study on Housing loan provided by Public sector banks in Madurai city published in Interdisciplinary Innovation in Academic Research (IDIAR), November 2021.
- The Effects of Behavioural Factors on Personal Financial Planning in Aruppukottai Town, Tamilnadu published in CU-Global Management Review, Vol 10(2), ISSN.No.2349-1078, Page No: 56-66, July - December 2021.
- Personal Financial Planning and its impact on Investment decisions - A study of rural areas of Virudhunagar district, Tamil Nadu published in Journal of Emerging Technologies and Innovative Research (JETIR) UGC-Approved Journal ISSN.No.2349-5162, Vol 8(6), Pg No: 570-579, June 2021.
- A Study on Determinant Factors Towards Personal Financial Planning of Private Bank Employees in Sivakasi Town, Tamil Nadu published in GIS SCIENCE JOURNAL (UGC-CARE Approved Group II Journal), ISSN.No.1869-9391 Vol 8(2), Pg No:639-644, February 2021.
- Impact of COVID-19 on Personal Financial Planning of Middle Class Households in Virudhunagar Town, Tamil Nadu published in INNOVATIVE DEVELOPMENTS IN ARTS, SOCIAL AND MANAGEMENT SCIENCES: CHALLENGES & OPPORTUNITIES, ISBN.No.978-81-942052-8-9, Pg No: 1-13, December 2020.

- A study on customer credit base towards purchasing home with special reference to Dindigul city published in International Vertical Conference on Recent Trends & Innovation in Science, Engineering and Social Sciences (IVCRTISESS-2020), Pg. 148, September 2020.
- A study on customer credit towards purchasing home with special reference to Madurai city published in ALOCHANA CHAKRA (UGC CARE LIST) ISSN No:2231-3990, Vol 9(9), September 2020.
- Impact of Financial Literacy on Savings Behaviour of Young Adults in Virudhunagar District published in ALOCHANA CHAKRA (UGC-CARE Group-1 Journal) ISSN.No:2231-3990, Vol 9(8), Pg No: 1448-1460, August 2020.
- Role of Marketing Intelligence in Attaining Competitive Advantage in Internet Service Provider Companies, Virudhunagar published in International Multidisciplinary Innovative Research Journal - (An International Refereed e-journal) ISSN.No:2456-4613, Vol 4(2), Pg No:46-53, May 2020.
- “A Study on factors influencing customer credit in purchasing home with special reference to Madurai City in Tamil Nadu” published in JOURNAL OF INTERDISCIPLINARY CYCLE RESEARCH, Vol 11 (12) with ISSN.No:0022-1945, Dec 2019.
- “Challenges faced by Marketing in Digital Era - A Study with reference to Virudhunagar District in Tamil Nadu” published in THE INTERNATIONAL JOURNAL OF ANALYTICAL AND EXPERIMENTAL MODAL ANALYSIS, Vol 11 (12) with ISSN.No:0886-9367, Dec 2019.
- “Factors Influencing Approval of Housing Credit Facilities in Virudhunagar” published in EVOLUTION OF BUSINESS MANAGEMENT ETHOS IN INDIA with ISBN.No.978-81-942052-1-0, Oct 2019.
- “Role of women entrepreneurs in managing work life balance - A study with reference to Madurai district” published in the book TECHNOLOGICAL TRANSFORMATION - A BOOM OR THREAT FOR ENTREPRENEURSHIP with ISBN: 978-93-81723-90-6, Sep, 2018.
- “An assortment of Stock Selection Criteria – A Motivational Technique for Investor in Selection of Fine Stocks” published in the book ‘INNOVATIVE ADVANCES AND CHALLENGES IN MANAGEMENT’ (ISBN: 978-93-81723-78-4) Oct 2017.

- “A Study on Work Life Balance of Women Working at Banks in Virudhunagar District” published in the book ‘INNOVATIVE ADVANCES AND CHALLENGES IN MANAGEMENT’ (ISBN: 978-93-81723-78-4) Oct 2017.
- “Tholilthurai Sadhanaiku Vithitta Karmaveerar” published in the book “KAMARAJAR NIRVAGA THIRAN” (ISBN: 978-93-81723-71-5) July 2017.
- “A Study on Investor Awareness Towards Commodity Markets in Virudhunagar Town” published in the Journal “COLLEGE SADHANA” (ISSN: 0974-6838) Vol: 9 No.1 Feb 2017.
- “A Study on Customer Satisfaction Towards PepsiCo Food Products with Special Reference to Virudhunagar District” published in the book “BUSINESS MANAGEMENT PRACTICES IN EMERGING INDIAN ECONOMY” (ISBN: 978-93-81723-64-7)
- “Inclusive Finance – A Study with Reference to Commercial and Scheduled Commercial Banks in India” published in the Journal “BUSINESS PLUS” (ISSN: 0975-9336) Vol:1 No.15 Dec 2016.
- “Employee Welfare Measures – A Study with reference to Industrial Units in Virudhunagar District” published in the Journal “COLLEGE SADHANA” (ISSN 0974-6838”, Vol 9, No.1 Aug 2016.
- “A Study on Quality of Employee’s Work Life Balance at SPIC Ltd in Tuticorin City” published in the Journal “COLLEGE SADHANA” (ISSN 0974-6838”, Vol 8, No.2 Feb 2016.
- “Sustainopreneurship - A Conception of Social Entrepreneurship with Sustainable Development” published in BONFRING INTERNATIONAL JOURNAL OF INDUSTRIAL ENGINEERING AND MANAGEMENT SCIENCE, Vol. 5, Aug 2015.
- “A Study on Work Life Balance of Women Entrepreneurs with Special Reference to Srivilliputtur Taluk” published in “COLLEGE SADHANA-JOURNAL FOR BLOOMERS OF RESEARCH”, vol 8, No.1, Aug 2015.
- “Customer Purchasing Behaviour and Observation towards E-Shopping” published in the journal “BUSINESS PLUS”, Vol.1 (12), p 1-3, June 2015.
- “Portfolio Construction and Performance with Special Reference to Automobile and Banking Sectors” published in “COLLEGE SADHANA-JOURNAL FOR BLOOMERS OF RESEARCH”, vol 7, No.2, Feb 2015.

- “A Study on Training and Development Effectiveness with Special Reference to Textile Industries in Tamil Nadu” published in “COLLEGE SADHANA-JOURNAL FOR BLOOMERS OF RESEARCH”, vol 7, No.2, Feb 2015.
- “A Comparative Study on Non-Performing Assets of Public and Private Sector Banks” published in “COLLEGE SADHANA-JOURNAL FOR BLOOMERS OF RESEARCH”, Vol 5, No.5, Aug 2014.
- “Role of Banks in Rural Development” published in the journal “BUSINESS PLUS”, Vol.1 (10), p 24-26, June 2014.
- “Customer Attitude towards Frozen Food Products in Karnataka” published in GALAXY International Inter-Disciplinary Journal, Vol.2 (5), p 66-69, May 2014.
- “Observation of Risk and Tolerance – A Study with reference to investor of Time Deposits and Structured Bonds” published in the Journal “COLLEGE SADHANA-JOURNAL FOR BLOOMERS OF RESEARCH”, Vol 5, No.4, Feb 2014.
- “Behavior of Investor in resolving Risk – A Study with reference to Non-Conventional Financial Products” published in GALAXY INTERNATIONAL Inter-Disciplinary Journal, Feb 2014.
- “Impact of Twitter on Teenagers-A Study with reference to AIT at Chikmaglore” published in the Journal “COLLEGE SADHANA-JOURNAL FOR BLOOMERS OF RESEARCH”, Vol 5, No.3, Aug 2013.
- “A Study on Risk Perception and Tolerance with reference to Investor of Risky Investments” published in the Journal “COLLEGE SADHANA-JOURNAL FOR BLOOMERS OF RESEARCH”, Vol 5, No.2, Feb 2013.
- “Perceived Risk in Investment – A Study with reference to investor of Stocks and Mutual funds in Virudhunagar District” published in INTERNATIONAL Journal of Marketing, Financial Services and Management research, vol 1, p165-170, 2012.
- “Circumstance of Financial Institutions in sustaining Entrepreneurship in India” published in ENTREPRENEURSHIP MANAGEMENT with ISBN 978-81-924827-4-3 by Vel Tech High Tech Engineering College, Chennai in the year 2012.
- “Newest Trend in Educational Research – A Manuscript with reference to Structural Education Modeling” published in the book RECENT APPROACHES IN EDUCATIONAL RESEARCH with ISBN 978-93-81658-02-4 by St.Justin’s College of Education, Madurai in the year 2012.

- “Investor Virtues Concerning allowance of Derivative contracts on Foreign Stock Indices - Using Precedent Study of Derivatives Market” published in the book CONTEMPORARY PRACTICES FOR THE SUCCESS OF INDIAN BUSINESS with ISBN 978-81-909150-4-5 by RVS Faculty of Management, Coimbatore in the year 2011.
- “Behavior and Attitude of Investor towards Managing the Risk” published in the book MANAGEMENT OF RESOURCES, ISSUES AND CHALLENGES with ISBN 978-81-909199-6-8 by Adaikalamadha Institute of Management, Tanjore in the year 2011.
- “Why P Notes? Is this a Motivational Factor to Foreign Equity Investor?” published in the book MOTIVATIONAL PRACTICES IN ORGANISATIONS with ISBN 978-81-8450-328-9 by Annamalai University in the year 2011.
- “Green Marketing Strategies for MSMEs” published in the book SALES PROMOTIONAL STRATEGIES with ISBN 978-81-910426-5-8 published by Dept of Commerce, VHNSN College in the year December, 2010.

### **RESEARCH GUIDANCE**

<b>Degree</b>	<b>Awarded</b>	<b>Guiding</b>
<b>M.Phil.,</b>	10	
<b>Ph.D.,</b>		3

### **Papers Presented in Conferences and Seminars**

- “E-Housing Loan in Madurai City” in the State Level Seminar on Digital Literacy and Its Impact on Indian Economy organized by the Department of Commerce, V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar on 27<sup>th</sup> Sep 2019.
- “A Customer Beneficiaries Banking Service Housing Loan in Madurai” in the National Conference on Trends and Challenges in Management organized by the Department of Business Administration, Arul Anandar College, Karumathur on 6<sup>th</sup> Sep 2019.
- “Social Entrepreneurship - Changing Trends” in the National Conference organized by Department of Business Administration, Arul Anandar College (Autonomous), Karumathur on 23<sup>rd</sup> Sep 2015.
- “Sustainipreneurship - A Conception of Social Entrepreneurship with Sustainable Development” in the International Conference on Entrepreneurial Excellence organized by Sankara College of Science and Commerce, Coimbatore on 25<sup>th</sup> Aug 2015.

- “Ethics in Omnipresent Marketing” in the National Seminar organized by Lady Doak College, Madurai on 16<sup>th</sup> Feb 2015.
- “Role of E-Marketing in Automotive and Advertising” in the National Seminar organized by Pope’s College, Tuticorin on 10<sup>th</sup> Oct 2014.
- “Opportunities for Marketing in Social Networks - A Study with reference to impact of Facebook on teenagers” in the National Seminar organized by St.Xavier college, Palayamkottai on 29<sup>th</sup> Jan 2014.
- “Marketing of Solar Energy Products” in the National Conference organized by Arul Anandar College, Karumathur, Madurai on 15<sup>th</sup> Feb 2013.
- “Marketing through social media-A study with reference to face book” in the National Seminar organized by SVN College, Madurai on 24<sup>th</sup> Dec 2012.
- “Human resources optimization - A juggle around with HRD” in the National Seminar organized by St.Xavier’s college, Palayamkottai on 5<sup>th</sup> October 2012.
- “Impact of rising money and its inclination in Indian economy” in the International Conference on Global Crisis in Indian Business organized by Annai Mathammal Sheela Engineering college, Namakkal on 14<sup>th</sup> September 2012.
- “Circumstance of financial institutions in sustaining entrepreneurship in India” in the National conference organized by Vel tech high tech engineering college, Chennai on September 12, 2012.
- “Newest trend in educational research - A manuscript with reference to structural equation modeling” in the National Seminar organized by St.Justin’s college of education, Madurai on 30 & 31 March 2012.
- “Business Ethics and Values in Banking Industry” in the National Level Seminar on Corporate Ethics organized by Arul Anandar College, Karumathur on 10<sup>th</sup> February 2012.
- “Investor virtues concerning allowance of Derivative contract on Foreign Stock Indices” in the National Level Conference organized by RVS Faculty of Management, Coimbatore on 4<sup>th</sup> February 2011.
- “Relationship steps of Banks to Focus Public Investor for building confidence” in the National Conference organized by SDM College of Business Management, Mangalore, Karnataka on 7<sup>th</sup> January 2011.
- “Green Marketing Strategies for MSMEs” in the UGC sponsored National level conference organized by Dept of Commerce, VHNSNC on 22<sup>nd</sup> & 23<sup>rd</sup> Dec 2010.
- “Virtues of Indian Family units by Precedent Set-up” in the National symposium conducted by Centre for Indian Economics and Culture studies at VVV College, Virudhunagar on August 26<sup>th</sup> & 27<sup>th</sup> 2010.
- “Turning an economic bend to advantage using planning for regression” in the seminar organized by Department of Economics, VHNSNC on 12<sup>th</sup> march 2010.
- “Strategies and Planning for downturn in business” in the National Seminar organized by Department of Management studies, Sourashtra college, Madurai on 26<sup>th</sup> February, 2010.

- “Exploit of Computer Applications in the variety of Managing Disciplines” in the National Seminar organized by Jayaraj Annapackiam College, Periyakulam on 24<sup>th</sup> & 25<sup>th</sup> February 2010.
- “Corporate Governance & Non-banking Financial Institutions” in the UGC sponsored National Seminar organized by Department of Commerce, Sourashtra College, Madurai on 12<sup>th</sup> & 13<sup>th</sup> Feb 2010.
- “Changing pace of Indian two wheeler industry” in the National Level Workshop organized by DMI Engineering College, Chennai on October 21, 2009.
- “Total Quality Management – A tool to enhance the Quality Management of Higher Education through IQAC” a NAAC sponsored National seminar conducted by APC.Mahalaxmi college in Tuticorin on 20th Aug 2009.
- “Managing the Downturn- ‘Planning for recession’: Turning an Economic Slump to Advantage” in the Paper Contest conducted by Madurai Management Association (MMA) on 25<sup>th</sup> Feb 2009.
- “Enhancing the Quality & Accessibility of Higher Education through ICT” in the one day TANSCHÉ sponsored Seminar conducted by IQAC, V.H.N.S.N.C on 23<sup>rd</sup> Jan, 2009.
- “Rising Rupee - Strategies for Sustainable Growth” in the Paper Contest organized by Madurai Management Association (MMA), Madurai on 21<sup>st</sup> Feb, 2008.

#### **Conferences/Seminars/FDPs/Courses Attended**

- Attended more than 50 Webinars and E-Quiz during the Covid-19 pandemic period.
- National Seminar on “Promotion of Academic Integrity and Prevention of Plagiarism” organized by Senthil Research Advocacy Forum, V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar on 7<sup>th</sup> Jan 2020.
- UGC sponsored Refresher Course in Commerce and Management conducted by UGC-HRDC, Bharathidasan University, Trichy from 20<sup>th</sup> Sep, 2019 to 3<sup>rd</sup> Oct, 2019.
- State Level Seminar on “Insight into Promotion Criteria – API Score and CAS Filing” organized by Internal Quality Assurance Cell, V.V.V College, Virudhunagar on 20<sup>th</sup> February, 2019.
- National Level Workshop on “Goods and Services Act” organized by Department of Commerce, Sourashtra College, Madurai on 28<sup>th</sup> August, 2018.
- National Conference on “Emerging Trends in Indian Stock Market” organized by Dept. of Commerce, Ayya Nadar Janakiammal College, Sivakasi on 21<sup>st</sup> August, 2018.
- International Conference on “Digital Marketing – A Global Perspective” organized by Department of Management Studies, Fatima Institute of Management, Madurai on 10<sup>th</sup> August, 2018.



- UGC sponsored Orientation Programme conducted by UGC-HRDC, Bharathidasan University, Trichy from 18<sup>th</sup> May, 2018 to 14<sup>th</sup> June, 2018.
- UGC Sponsored Faculty Development Programme on “Hands on Training on Mendeley for Effective Reference Management” at VHNSN College on 16<sup>th</sup> September 2017.
- UGC Sponsored Faculty Development Programme organized by Internal Quality Assurance Cell, VHNSN College on 15<sup>th</sup> and 16<sup>th</sup> February 2017.
- NAAC Sponsored National Level Workshop on “The Role of National Skills Qualifications FRAMEWORK (NSQF) in Designing the Curriculum” at VHNSN College on 29<sup>th</sup> & 30<sup>th</sup> September 2016.
- National conference cum inter-collegiate meet organized by Department of Business Administration, PVC College, Singarakottai on 14<sup>th</sup> Feb 2014.
- UGC sponsored Workshop on “Computer Hardware & System Maintenance” at VHNSN College from 5<sup>th</sup> March to 13<sup>th</sup> March, 2012.
- Workshop on “Train the Trainer” organized by Centre of Excellence of Higher Education, coimbatore conducted by Placement Cell on 20 & 21 January 2012.
- Faculty Development Programme for Teachers conducted by American University of India, Kodaikanal on 14<sup>th</sup> October, 2011.
- UGC sponsored Refresher Programme on “Competence Building for Young Teachers” organized by IQAC, VHNSN College from 17<sup>th</sup> February to 19<sup>th</sup> February, 2011.
- Faculty Development Programme on “Statistical tools for Management using SPSS” during January 27<sup>th</sup> to 29<sup>th</sup>, 2011 organized by Department of Management studies, Sri Kaliswari College, Sivakasi.
- AICTE sponsored National Seminar on “Contemporary Practices in Finance & HRM” organized by Dept of Management Studies on 22<sup>nd</sup> & 23<sup>rd</sup> July 2010.
- National Level Seminar on “Quality Sustenance in Higher Education through Accreditation” organised by IQAC, VHNSNC and Sponsored by NAAC on 26<sup>th</sup> Sep, 2008.
- Workshop on “Train the Trainer” conducted by Sutherland Global Services Company Ltd on 7, 8, 9th August 2008.
- Workshop on “Computer Usage for Multivariate Analysis” organized by Department of Management Studies, VHNSN College on 12<sup>th</sup> October 2007.
- International Workshop on “Challenges for the Environment and Effective Management” organized by Department of Science and Humanities, Francis Xavier Engineering College, Tirunelveli on 12<sup>th</sup> Dec 2007.

#### **Organization of Conferences/Workshops/Meets as Convener**

- Organized a National Level Management Meet – MOTO-2011 for other college UG students on 18<sup>th</sup> March, 2011.
- Organized a State Level Management Meet – WINWIN-2012 for other college BBA students on 25<sup>th</sup> January, 2012.
- Organized a State Level Management Meet – WINWIN-2018 for other college BBA students on 22<sup>nd</sup> Feb, 2018.

- As a Co-ordinator organized One Day Seminar on “Evolution of Business Management Ethos in India” under UGC Autonomous Grant in our department on 26-09-2019.
- Organized a National Level Management Meet - WINWIN-2020 for other college BBA students on 20<sup>th</sup> Feb, 2020.
- As a Co-ordinator organized two days Entrepreneurship Awareness Camp on 21<sup>st</sup> & 22<sup>nd</sup> September, 2022.
- As Organizing Secretary of YOUNG INVESTOR FORUM in our department regularly organizing Investment Awareness Workshops for the students of our college regularly.
- Regularly organizing Industrial Visits for the Business Administration students.

#### **Membership/Resource Person/External Examiner**

- Board of Studies Member in Department of Business Administration, Jayaraj Annapackiam College for Women (Autonomous), Periyakulam.
- Editorial Board Member in JAC Journal of Science, Humanities and Management.
- Serving as Examiner for BBA and MBA board, Madurai Kamaraj University, Madurai and Manonmaniam Sundaranar University, Tirunelveli.
- Serving as External Examiner in MBA and BBA courses for various Autonomous Colleges in Tamil Nadu.
- Delivered Guest Lectures in the UG History and Economics Associations of our college.
- Under Deputation by CBSE Board, served as “Observer for Grade ‘X’ CBSE Examinations” at Chettinad Public School, Karaikudi on 7<sup>th</sup> March, 2019.
- Acted as “Subject Expert in the Interview” constituted for the selection of school teachers at Gunabala Vidyalaya, Virudhunagar on 25<sup>th</sup> May, 2018.
- Participated in the Guinness World Record on “The Largest Recycling Lesson” conducted by Virudhunagar Toastmaster Club on 30<sup>th</sup> January, 2018.
- Delivered a Guest Lecture in the topic ‘Entrepreneurship’ organized by Youth Red Cross in our college.
- Acted as a Jury in the inter-collegiate meet organized by Department of Commerce, VHNSN College on 17<sup>th</sup> Feb, 2017.
- Delivered a Guest Lecture in the topic “Entrepreneurship in Zoology” at Zoology Association, VHNSN College (Autonomous) on 24<sup>th</sup> January, 2017.
- Resource Person in the Training Programme on ‘Banking, Financial Services and Insurance Sector” sponsored by both Tamil Nadu Skill Development Corporation and ICT Academy of Tamil Nadu held at VHNSN College from 24<sup>th</sup> June, 2015 to 15<sup>th</sup> July, 2015.
- Delivered a Guest Lecture to B.B.A students in P.V.P College, Dindigul on 30<sup>th</sup> Oct, 2014.
- Resource Person in the National Level Seminar ‘Youth Entrepreneurship’ organized by V.V.V College, Virudhunagar on 22<sup>nd</sup> Aug, 2014.