

ACADEMIC CV

J.KAMATCHIESWAN



Date of birth 5th August, 1971
Citizenship Indian
Marital Status Married with two children
Community Hindu Nadar, Backward Class
Father's Name R.Jegathala Prathaban
Address 20, Gurusamy Kothan Street, Virudhunagar.
Mobile No.9791444557
E-mail: kamatchieswaran@vhnsnc.edu.in
Present Position **Assistant Professor in Commerce, VHNSN College**
(Autonomous), Virudhunagar.

Total Teaching Experience: 22 years

EDUCATION

2012 **Ph.D.** Commerce, Commerce Research Centre,
VHNSN College, Madurai Kamaraj University,
India
Thesis: The Evaluation of Cell Phone Service Providers in
Virudhunagar District.
Thesis Advisor: Dr.P.Sundara Pandian, Ph.D.,

2000 – 2001 **M.Phil.**, Commerce, VHNSN College, Madurai Kamaraj University

1993-1995 **M.Com.**, VHNSN College, Madurai Kamaraj University

1990 – 1993 **B.Com.**, VHNSN College, Madurai Kamaraj University

RESEARCH EXPERIENCE

2003-2012

Ph.D (Part-Time) Candidate, Commerce

Dr.P.Sundara Pandian, VHNSN College, Virudhunagar, India

Research Topic: The Evaluation of Cell Phone Service Providers in
Virudhunagar
District

RESEARCH GRANTS RECEIVED

S. No	Title	Funding Agency	Amount
1	Socio-Economic Impact of Mahatma Gandhi National Rural Employment Guarantee Scheme in Tamilnadu	UGC-Ref.No4-4/2013-2014 (MRP-SEM / UGC-SERO)	2,25,000
2	Transformation of Youth – A Lead to Skilled and Developed India	ICSSR-Ref. No.C2/52/NS/2017-2018	1,25,000

RESEARCH PRESENTATIONS

- 2022 National conference on "Innovative Multidisciplinary and Contemporary Perspectives and Practices in Commerce and Management"** held on 29.09.2022 and 30.09.2022 at Ayya Nadar Janaki Ammal College, Sivakasi and presented a paper on "Occupational Stress of College Teachers with Special Reference to Academic Activities in Virudhunagar District".
- 2022 National conference on "Sustainable Global Business: Current Trends and Challenges"** held on 24.08.2022 and 25.08.2022 at Sri Kaliswari Institute of Management & Technology, Sivakasi and presented a paper on "A Study on Digital Marketing and Its Impact".
- 2021 National conference on "E-Merging Management Practices in the Global Pandemic Scenario"** held on 18.08.2021 at Sri Kaliswari Institute of Management & Technology, Sivakasi and presented a paper on "Customer Perception Towards Digital Payment System In Virudhunagar".
- 2018 National conference on "Transformation of Youth – A Lead to Skilled and Developed India"** held on 27th & 28th February, 2018 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on "Skill Development in India and its Challenges".

- 2017 National conference on** “Social Entrepreneurship and Growing Business Opportunities in India” held on 23rd & 24th August, 2017 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “Problems of Rural Entrepreneurship in Virudhunagar District”.
- 2017 National conference on** “Social Entrepreneurship and Growing Business Opportunities in India” held on 23rd & 24th August, 2017 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “Challenges faced by Social Entrepreneurs in Madurai District”.
- 2017 National Conference on** “Working Women : Problems and Prospects” held on 19th & 20th July, 2017 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “Work Life Balance of Women Police Constables in Virudhunagar”.
- 2017 National Conference on** “Working Women : Problems and Prospects” held on 19th & 20th July, 2017 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “A Study on Impact of Work Life Balance of Women Employees in Madurai District”.
- 2017 National conference on** “Less Cash Economy as a strategy for Financial Inclusion in Rural India” held on 14th & 15th March, 2017 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “Financial Inclusion with special reference to PMJDY Scheme”.
- 2017 National Conference on** “Startup India – A way to Standup India” held on 3rd & 4th March, 2017 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “Challenges of Startups to adopt innovation in SMEs”.
- 2017 National Conference on** “Emerging Trends in Library & Information Science” held on 27th January, 2017 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “Application of communication Theories in Libraries”.
- 2017 National Conference on** “Goods and Services Tax” held on 19th January, 2017 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “An Overview of Goods and Services Tax”.
- 2016 National Conference on** “Payment Banks: Opportunities and Challenges” held on 29th & 30th September, 2016 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “Recent trends in Indian Banking Sector”.

- 2016 International Conference on “Make in India – Initiatives, Ideas & Challenges”** held on 19th & 20th August, 2016 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “MSME’s in India – problems, solutions and prospectus in Present Scenario”.
- 2016 National Seminar on “Industrial Waste Management in India”** held on 4th & 5th March, 2016 at Sri Kaliswari College (Autonomous), Sivakasi and presented a paper on “An overview of E-Waste Management in India”.
- 2016 National Conference on “Role of ICT on the Growth of Service Industries”** held on 20st & 21st March, 2016 at Sri Kaliswari College (Autonomous), Sivakasi and presented a paper on “ICT and Tourism Industry: Opportunities and Challenges”.
- 2016 National Conference on “Role of ICT on the Growth of Service Industries”** held on 20st & 21st March, 2016 at Sri Kaliswari College (Autonomous), Sivakasi and presented a paper on “A Study on Impact of Mobile Technology in Banking services”.
- 2016 International Seminar on “Emerging Trends in Global Business”** held on 16th February, 2016 at Nehru Memorial College (Autonomous), Trichy and presented a paper on “Consumer Perception Regarding Online Shopping – A Study with special Reference to Virudhunagar District”.
- 2015 National Seminar on “Human Rights to Peace – Ethics and Policies”** held on 18 & 19th December, 2015 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “Women Empowerment Through MGNREGS in Sivakasi”.
- 2015 National Seminar on “Human Rights to Peace – Ethics and Policies”** held on 18 & 19th December, 2015 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “Causes and Consequences of Child Labour in India”.
- 2015 National Seminar on “Human Rights to Peace – Ethics and Policies”** held on 18 & 19th December, 2015 at V.H.N.S.N College (Autonomous), Virudhunagar and presented a paper on “Globalization and its Impact on Human Rights in India”.
- 2015 National Seminar on “Indian Retail Sector in the Global Economy: Emerging trends, Issues and Challenges”** held on 16 & 17th December, 2015 at Sri Kaliswari College, Sivakasi, and presented a paper on “Consumer Perception towards Organized and Unorganized Retailing - A Perspective”.

- 2015 National Seminar on “Indian Retail Sector in the Global Economy: Emerging trends, Issues and Challenges”** held on 16 & 17th December, 2015 at Sri Kaliswari College, Sivakasi, and presented a paper on “Stone Patronage and Customer choice towards FMCG”
- 2015 National Seminar on “Labour and Employment Scenario in India”** held on 25th September, 2015 at S.T.Hindu College, Nagercoil and presented a paper on “Performance of MGNREGS in Sattur Block”
- 2015 International Conference on “Strategies for Sustainable Growth of E-commerce”** held on 24 & 25th July, 2015 at V.H.N.S.N College, Virudhunagar (Autonomous), and presented a paper on “Rural Customer Perception towards E-Banking Services with special reference to Sattur Taluk”.
- 2015 International Conference on “Strategies for Sustainable Growth of E-commerce”** held on 24 & 25th July, 2015 at V.H.N.S.N College, Virudhunagar, and presented a paper on “Analysis of Customer Satisfaction during Online Purchase in Virudhunagar Town”.
- 2015 National Conference on “Strategies for Sustainable Development Practice in Indian Industries”** held on 17th and 18th February, 2015 at Sri Kaliswari College, Sivakasi and presented a paper on “Sustainability of Indian Industries”.
- 2014 National Conference on “Banking in Economic Development”** held on 1st and 12th September, 2014 at K.C.S Kasi Nadar College of Arts and Science, Chennai and presented a paper on “Problems and Prospectus of Mobile Banking – A Study with special reference to ICICI Bank in Virudhunagar District”.
- 2014 National level conference on “Current Account Deficit and Fiscal Deficit in India”** held on 25th and 26th July, 2014 at Sri Kaliswari College, Sivakasi and presented a paper on “Performance of FDI in India’s Retail Sector an Overview”.
- 2014 International conference on “Problems and Prospects of E-Commerce”** held on 25th and 26th July, 2014 at VHNSN College, Virudhunagar and presented a paper on “A Study on Customer Perception towards Mobile Banking in ICICI Bank”.
- 2014 International conference on “Problems and Prospects of E-Commerce”** held on 25th and 26th July, 2014 at VHNSN College, Virudhunagar and presented a paper on

“Factors Influencing Satisfaction of Online Banking Customers in Madurai City”.

- 2013 UGC sponsored National Conference on “Impact of ICT on Consumerism”** held on 27th and 28th December, 2013 at VHNSN College, Virudhunagar and presented a paper on “Online Shopping and Consumer Satisfaction: An Empirical Investigation”.
- 2013 UGC sponsored National Conference on “Impact of ICT on Consumerism”** held on 27th and 28th December, 2013 at VHNSN College, Virudhunagar and presented a paper on “Consumer Perception towards Online Shopping in Madurai”.
- 2013 National Symposium on “Configuring ICT towards Rural India”** held on 1st and 2nd March, 2013 at VHNSN College, Virudhunagar and presented a paper on “Problems and Prospects in the usage of ICT in MSMEs Sector”.
- 2013 National Symposium on “Configuring ICT towards Rural India”** held on 1st and 2nd March, 2013 at VHNSN College, Virudhunagar and presented a paper on “Role of ICT in Educational Sector”.
- 2013 National Symposium on “Configuring ICT towards Rural India”** held on 5th January, 2013 at VHNSN College, Virudhunagar and presented a paper on “Role of ICT in Madurai Small and Medium Retail Enterprises”.
- 2012 UGC sponsored two day National conference on “Inclusive Growth and Women Empowerment”** held on 14th and 15th December, 2012 at SFR College for Women, Sivakasi and presented a paper on “Attributes of Women Entrepreneurs”.
- 2012 International conference on “Shifting Paradigms of Business”** held on 23rd and 24th July, 2012 at VHNSN College, Virudhunagar and presented a paper on “Evaluation of Cell Phone Service with regard to Network in Virudhunagar District”.
- 2012 UGC sponsored two day National conference on “Emerging Entrepreneurial and Economic Environment”** held on 9th and 10th March, 2012 at Alagappa University, Karaikudi and presented a paper on “Role of Mobile Communication in the Economic Development of India”.
- 2011 Two day National level Seminar on “Human Rights Challenges and Responsibilities”** held on 29th and 30th September, 2011 at VHNSN College, Virudhunagar and presented a paper on “Globalization and its Impacts on Indian Society”.

- 2011** One day **National conference** on “Emerging Trends in Service Sectors” held on 10th September, 2011 at Amman College of Arts and Science, Dindigul and presented a paper on “The Evaluation of Cell Phone Services with regard to Value Added Services in Virudhunagar District”.
- 2011** One day **National conference** on “Emerging Trends in Service Sectors” held on 10th September, 2011 at Amman College of Arts and Science, Dindigul and presented a paper on “A Study on Usage of Mobile Phone Service in Srivilliputtur Town”.

PUBLICATION IN JOURNALS

- 2022** **Dr. J. Kamatchi Eswaran** published an Article on Digital Transformation of Digital Payment and Settlement System in India in the International Journal of All Research Education & Scientific Methods, Impact Factor: 7.429, Volume 10 Issue 9, September-2022 with ISSN Number 2455-6211.
- 2022** **Dr. J. Kamatchi Eswaran** Published a Article on “A Study on Consumer Attitude towards Digital Payment Systems in Virudhunagar District" in the Journal of Oriental Institute; ISSN: 0030-5324 VOL.71, Issue.01.06 January – March 2022 by UGC Care Approved, Group I, Peer Reviewed and Referred Journal at Ms. University of Baroda.
- 2021** **Dr. J. Kamatchi Eswaran** published an Article on Future of Mobile Payment as Electronic Payment System in the International Journal of All Research Education & Scientific Methods, Impact Factor: 7.429, May 2021, Vol:9, Issue 5 with ISSN Number 2455-6211.
- 2021** **Dr. J. Kamatchi Eswaran** Published a Article on “Customer Perception Towards Digital Payment System in Virudhunagar" in the Journal of Kalyan Bharthi: ISSN 0976-0822 Vol.36,No.8(1):2021 by UGC Care Approved, Group I, Peer Reviewed and Referred Journal at Kolkatta.
- 2020** **Dr. J. Kamatchi Eswaran** published an Article on Job Satisfaction of Polytechnic College Lecturer in Virudhunagar District in the International Journal of Engineering Applied Science and Technology, Volume 5 Issue 3, July- 2020 with ISSN Number 2455-2143.
- 2020** **Dr. J. Kamatchi Eswaran and R.Sivajothi**, published an Article on Relationship between Self-Concept and Mental Alertness Among B.Ed., Teacher-Trainees in Madurai District in the International Journal of Engineering Applied Science and

Technology, Volume 5 Issue 2, July- 2020 with ISSN Number 2455-2143.

- 2017 Dr. P. Sundara Pandian, Dr. S. Muthulakshmi and Dr. J. Kamatchi Eswaran** published an Article on Work-Life Balance of Women Managers – with Special reference to Child Care in the Vivekananda Journal of Research, Jan-June 2017, Vol:6, Issue 1 with ISSN Number 2319-8702.
- 2017 Dr. P. Sundara Pandian, Dr. J. Kamatchi Eswaran** and M. Suresh published an Article on Problems of Rural Entrepreneurship in Virudhunagar District in the Journal College Sadhana, August, 2017, Vol:10, No:1(A) with ISSN Number 0974-6838.
- 2017 Dr. J. Kamatchi Eswaran** and Dr.R.Shobana Devi published an Article on A Study Challenges faced by Social Entrepreneurs in Madurai District in the Journal College Sadhan, August, 2017,a Vol:10, No:1(A) with ISSN Number 0974-6838.
- 2017 R.K. Manju @ Mahalakshmi and Dr. J. Kamatchi Eswaran** published an Article on Consumers Buying Behavior in Departmental Stores with special reference to Virudhunagar District in the Journal College Sadhana, Vol:9, No:1 with ISSN Number 0974-6838, February, 2017.
- 2016 Dr. J. Kamatchi Eswaran** published an Article on Costumers Perception towards Automated Teller Machine in Virudhunagar in the Journal of College Sadhana, Vol:9, No:1 with ISSN Number 0974-6838, August 2016.
- 2016 Dr. J. Kamatchi Eswaran** and R.K. Manju @ Mahalakshmi published an Article on Problems and Prospects of Mobile Banking – A study with Special reference to Indian Bank in Virudhunagar District” in the Jounal of Humanities, Volume No: 4, Issue No:1 with ISSN 2320-3102.
- 2016 Dr. J. Kamatchi Eswaran** and R.K.Manju @ Mahalakshmi published an Article on “Factors influencing consumers’ attitude towards e-commerce purchases through online shopping in Virudhunagar District” in the International Journal of Business and Economics Research, Volume: 2; No:1; March 2016
- 2015 Dr. J. Kamatchi Eswaran** and R.K. Manju @ Mahalakshmi published an Aricle on “Strategies for Sustainable Growth of E-Commerce” in the edited book “The Impact of Customer Satisfaction on Online Purchasing – A Study with Special Reference to Virudhunagar District”, in the Journal “College Sadhanan”, December 2015, Volume:8, Number 1(A), ISSN Number 0974-6838

- 2015 Dr.J.Kamatchi Eswaran and Dr.P.Sankarnarayanan** published an Article on Perception of loan borrowers towards Default in Repayment of loan in Thoothukudi District” in the Journal “College Sadhanan”, August 2015, Volume 8, Number 1 with ISSN Number 0974-6838.
- 2014 Dr. P. Sundara Pandian and Dr.J.Kamatchi Eswaran** Published an Article on “A Study on Consumer Attitude towards Handset Preference in Virudhunagar District” in the Journal “College Sadhana”, August, 2014, Volume 7, Number 1 with ISSN number 0974-6838.
- 2014 Dr. P. Sundara Pandian and Dr.J.Kamatchi Eswaran** Published an Article on “A Study on consumer Perception towards Branded Shirts in Madurai City” in the Journal “College Sadhana”, February, 2014, Volume 6, Number 2 with ISSN number 0974-6838.
- 2013 Dr.P.Sundara Pandian and J.Kamatchi Eswaran** Published an Article on “A Study on the Level of Customers Awareness on Value Added Services of Mobile Phone Services with special reference to Virudhunagar District” in the Journal “College Sadhana”, August, 2013, Volume 6, Number 1 with ISSN number 0974-6838.
- 2013 Dr. J. Kamatchi Eswaran and Dr.P.Sundara Pandian** Published an Article on “Rural India Gives A Boost to India’s Mobile Industry” in the Journal “Facts for you”, April 2013 with ISSN Number 0970-2652, pages.23-26.
- 2013 Dr. J. Kamatchi Eswaran and Dr.P.Sundara Pandian** Published an Article on “A Study on Customer Perception towards Mobile Banking in ICICI Bank, Virudhunagar” in the Journal “College Sadhana”, February, 2013, Volume 5, Number 2 with ISSN number 0974-6838.
- 2012 Dr.P.Sundara Pandian and J.Kamatchi Eswaran** Published an Article on “A Study on Service Quality and Passenger Satisfaction on Indian Airlines” in the Journal “College Sadhana”, August, 2012, Volume 5, Number 1 with ISSN number 0974-6838.
- 2012 Dr.P.Sundara Pandian and J.Kamatchi Eswaran** Published an Article on “Evaluation of Cell Phone Service with regard to Tariff in Virudhunagar District” in the Journal “College Sadhana”, February, 2012 with ISSN Number: 0974-6838, Vol.4, No.2.

PUBLICATIONS IN ISBN BOOKS

- 2020 Dr. J. Kamatchi Eswaran** Published paper on “Overview of the Impact of Technology in Library in Digital Era” in edited book *Bibliotherapy for All: An Innovative Practice in library* with ISBN No 978-81-944351-5-0, February 2020.
- 2020 Dr. J. Kamatchi Eswaran** Published paper on “A Study on Impact of Use of Information Technology in Academic Libraries” in edited book *Bibliotherapy for All: An Innovative Practice in library* with ISBN No 978-81-944351-5-0, February 2020.
- 2019 Dr. J. Kamatchi Eswaran** Published paper on “Plagiarism in Digital Environment” in edited book *Digital Information Systems and Services* with ISBN No 978-93-85493-06-0, February 2019.
- 2018 Dr. J. Kamatchi Eswaran** published an Article on “Skill Development in India and its Challenges” in the edited book “Skill Development for Inclusive Growth” February, 2018 with ISBN Number 978-93-81723-81-4
- 2017 R.K. Manju @ Mahalakshmi and Dr. J. Kamatchi Eswaran** published an Article on Challenges faced by Social Entrepreneurship in the edited book “Social Entrepreneurship” July 2017 with ISBN Number 978-93-81723-72-2
- 2017 R.K. Manju @ Mahalakshmi and Dr. J. Kamatchi Eswaran** published an Article on Work life balance of women constables in Virudhunagar in the edited book “Working Women: Problems and Prospects” July 2017 with ISBN Number 978-93-81723-72-2
- 2017 R.K. Manju @ Mahalakshmi and Dr. J. Kamatchi Eswaran** published an Article on Study on Impact of Work life balance of women employees in Madurai District in the edited book “Working Women: Problems and Prospects” July 2017 with ISBN Number 978-93-81723-72-2
- 2017 Dr. J. Kamatchi Eswaran** and R.K. Manju @ Mahalakshmi published an Article on Financial Inclusion with special reference to PMJDY Scheme in the edited book “Less Cash Economy as a strategy for Financial Inclusion in Rural India” March, 2017 with ISBN Number 978-93-81723-66-1.

- 2017** Dr. P. Sundara Pandian, **Dr. J. Kamatchi Eswaran** and R.K. Manju @ Mahalakshmi published an Article on Challenges of Startups to adopt innovation in SMEs in the edited book “Startup India – A way to Standup India” March, 2017 with ISBN Number 978-93-81723-67-8.
- 2017** **Dr. J. Kamatchi Eswaran** and R. K. Manju @ Mahalakshmi published an Article on Application of communication Theories in Libraries in the edited book “Emerging Trends in Library & Information Science” January, 2017 with ISBN Number 978-93-81723-62-3.
- 2017** **Dr. J. Kamatchi Eswaran** and R.K. Manju @ Mahalakshmi published an Article on **on** An Overview of Goods and Services Tax in the edited book “Goods and Services Tax” January, 2017 with ISBN Number 978-93-81723-61-6.
- 2017** **Dr. J. Kamatchi Eswaran** and Dr.R.Shobana Devi published an Article on A Study on Impact of Work Life Balance of Women Police Constables in Virudhunagar District in the edited book “Working Women : Problems and Prospects” July, 2017with ISBN Number 978-93-81723-72-2.
- 2017** **Dr. J. Kamatchi Eswaran** and R.K. Manju @ Mahalakshmi published an Article on A Study on Impact of Work Life Balance of women employees in Madurai District in the edited book “Working Women : Problems and Prospects” July, 2017with ISBN Number 978-93-81723-72-2.
- 2016** **Dr. J. Kamatchi Eswaran** published an Article on Recent trends in Indian Banking Sector in the edited book “Payment Banks: Opportunities and Challenges” September, 2016978-93-81723-58-6.
- 2016** **Dr. J. Kamatchi Eswaran** and R.K. Manju @ Mahalakshmi published an Article on MSME’s inIndia – problems, solutions and prospectus in Present Scenario in the edited book “Make in India – Initiatives, Ideas & Challenges” August, 2016 with ISBN Number 978-93-81723-54-8.
- 2015** **Dr. J. Kamatchi Eswaran** and R.K. Manju @ Mahalakshmi published an Article on “Strone Patronage and Customer choice towards FMCG” in the edited book with ISBN Number “Indian Retail Sector in the Global economy: Emerging trends, issues and challenges” December,2015.

- 2015 Dr. J. Kamatchi Eswaran**, R.K. Manju @ Mahalakshmi and Dr. S. Muthulakshmi published an Article on “Consumer perception towards organised and unorganized retailing – A perspective” in the edited book with ISBN Number “Indian Retail Sector in the Global economy: Emerging trends, issues and challenges”
- 2015 Dr. J. Kamatchi Eswaran** and R.K. Manju @ Mahalakshmi published an Article on “Globalization and its Impact on Human rights in India” in the edited book with ISBN Number 978-93-81723-48-7 “Human rights to Peace – Ethics and Policies” December, 2015
- 2015 Dr. J. Kamatchi Eswaran** and Dr. P. Sundara Pandian published an Article on “Women Empowerment through MGNREGS in Sivakasi” in the edited book with ISBN Number 978-93-81723-48-7 “Human rights to Peace – Ethics and Policies” December, 2015
- 2015 Dr. J. Kamatchi Eswaran** and Dr. V. Manohar published an Article on “Causes and Consequences of Child Labour in India” in the edited book with ISBN Number 978-93-81723-48-7 “Human rights to Peace – Ethics and Policies” December, 2015
- 2015 Dr. J. Kamatchi Eswaran** and Dr. P. Sundara Pandian published an Article on “Performance of MGNREGS in Sattur Block” in the edited book with ISBN Number 978-81-921442-4-5 “Labour and Employment in India”, September, 2015
- 2015 Dr. J. Kamatchi Eswaran** and R.K. Manju @ Mahalakshmi published an Article on “Sustainability of Indian Industries” in the edited book with ISBN Number 978-81-930024-2-1 “Strategies for Sustainable Development practices in Indian Industries” February, 2015
- 2014 Dr. J. Kamatchi Eswaran** and Mahalakshmi Published an Article on “Problems and Prospectus of Mobile Banking – A Study with special reference to ICICI Bank in Virudhunagar District” in the edited book with ISBN Number “Banking in Economic Development” September, 2014.
- 2014 Dr. J. Kamatchi Eswaran** and Mahalakshmi Published an Article on “Performance of FDI in India’s Retail Sector an Overview” in the edited book with ISBN Number “Current Account Deficit and Fiscal Deficit in India” July, 2014.
- 2014 Dr. P. Sundara Pandian and Dr.J.Kamatchi Eswaran** Published an Article on “Factors Influencing Satisfaction of Online Banking Customers in Madurai City” in the edited book with ISBN Number 978-93-81723-26-5 “Innovative Facades in E-

Commerce” July, 2014.

- 2013 Dr. J. Kamatchi Eswaran** and Dr. V. Manohar Published an Article on “Consumers perception towards online Shopping in Madurai” in the edited book with ISBN Number 9789381723197 “Impact of ICT on Consumerism” December, 2013.
- 2013 Dr.P.Sundara Pandian and J.Kamatchi Eswaran** Published an Article on “Online Shopping and Consumers Satisfaction: An Empirical Investigation” in the edited book with ISBN Number 9789381723197 “Impact of ICT on Consumerism” December, 2013.
- 2013 J.Kamatchi Eswaran** and Saraswathi Published an Article on “Role of ICT in Educational Sector” in the edited book with ISBN Number “Configuring ICT towards Rural India” 1st and 2nd March, 2013.
- 2013 J.Kamatchi Eswaran** and Dr.V.Manohar Published an Article on “Problems and Prospects in the usage of ICT in MSMEs Sector” in the edited book with ISBN Number “Configuring ICT towards Rural India” 1st and 2nd March, 2013.
- 2013 Dr. P. Sundara Pandian and J.Kamatchi Eswaran** and Mr. S. Saravana Kumar Published an Article on “Role of ICT in Madurai Small and Medium Retail Enterprises” in the edited book with ISBN Number “Configuring ICT towards Rural India” 5th January, 2013.
- 2012 J.Kamatchi Eswaran** and Dr.V.Manohar Published an Article on “Attributes of Women Entrepreneurs” in the edited book with ISBN Number “Inclusive Growth and Women Empowerment” held on 14th and 15th December, 2012.
- 2012 Dr.P.Sundara Pandian and J.Kamatchi Eswaran** Published an Article on “Evaluation of Cell Phone Service with regard to Network in Virudhunagar District” in the edited book with ISBN Number “CHANGE AHEAD”, July, 2012.
- 2011 Dr.J.Kamatchi Eswaran** and Dr.V.Manohar published an Article on “A Study on Usage of Mobile Phone Service in Srivilliputtur Town” in the edited book with ISBN Number 978-81-922811-0-0 “Emerging Trends in Service Sectors”, 10th September, 2011.
- 2006 P.Sundara Pandian and J.Kamatchi Eswaran,** “Changing Scenario in Small Scale Industries Due to New Telecom Policy” in New Economic Policy and Rural Development, January, 2006.

Participation in Workshops/Conferences/Seminars

- 2022** Two days International Conference on “Digital Transformation in Banking & Finance” held on 23.03.2022 and 24.03.2022 at Bishop Heber College, Autonomous, and Tiruchirappalli.
- 2014** UGC sponsored Capacity Building Workshop on “E-Content Development” held on 11th to 15th March, 2014 at VHNSN College, Virudhunagar.
- 2013** Two Day FDP-Hands on Training in “Statistical Analysis and Interpretation Using SPSS and Amos” held on 8th and 9th March, 2013 at VHNSN College, Virudhunagar.
- 2012** Three Days Training on “Application of Statistics in Research using SPSS” held on 23rd to 25th April, 2012 at VHNSN College, Virudhunagar.
- 2012** UGC sponsored Training Programme on “Computer Hardware and System Maintenance held on 5th to 13th March, 2012 at VHNSN College, Virudhunagar.

SEMINARS/WORKSHOPS/CONFERENCES ORGANISED

- 2018** ICSSR Sponsored two days National Seminar on, “Transformation of Youth- A Lead to Skilled and Developed India” held on 18rd and 19th June, 2018 at VHNSN college,(Autonomous), Virudhunagar.
- 2017** ICSSR Sponsored two days National Seminar on, “Start-up India – A Way to Standup India” held on 3rd and 4th March, 2017 at VHNSN college,(Autonomous), Virudhunagar.
- 2017** UGC Sponsored two days National Seminar on, “Working Women – Problems and Prospects”, held on 19th and 20th July, 2017 at VHNSN College (Autonomous), Virudhunagar.
- 2014** UGC sponsored Capacity Building Workshop on “E-Content Development” held on 11th to 15th March, 2014 at VHNSN College, Virudhunagar.

BOOKS

- 2002** P.Sundara Pandian, G.Senthil and **J.Kamatchi Eswaran** “Business Organisation (Tamil)”, Thai Publications, Madurai.
- 2017** Dr.P.Sundara Pandian, Dr.S.Muthulakshmi and **Dr.J.Kamatchi Eswaran** “Startup India – A way to Standup India”, VHNSN College (Autonomous), Virudhunagar
- 2017** Dr.P.Sundara Pandian, Dr.S.Muthulakshmi and **Dr.J.Kamatchi Eswaran**, “Working Women : Problems and Prospects”, VHNSN College (Autonomous), Virudhunagar
- 2018** Dr.P.Sundara Pandian, Dr.S.Muthulakshmi and **Dr.J.Kamatchi Eswaran**, “Skill Development for Inclusive Growth”, VHNSN College (Autonomous), Virudhunagar
- 2018** Dr.P.Sundara Pandian, Dr.S.Muthulakshmi and **Dr.J.Kamatchi Eswaran**, “Women Empowerment and Entrepreneurship”, VHNSN College (Autonomous), Virudhunagar
- 2020** Dr.P.Sundara Pandian, Dr.G. Amutha and **Dr.J.Kamatchi Eswaran**, “Bibliotherapy for All: An Innovative Practice in library”, VHNSN College (Autonomous), Virudhunagar

WORKING EXPERIENCE

- 2011 – Present** VHNSN College (Autonomous), Virudhunagar
- 2004** SSDM College of Arts and Science, Kovilpatti
- 2000** PKN College of Arts and Science, Thirumangalam

RESEARCH GUIDANCE

- M.Phil** Guided -14
- Ph.D** Guiding- 1

EXTENSION SERVICES

NATIONAL SERVICE SCHEME

2012 – 2018 National Service Scheme Programme Officer, VHNSN College
(Autonomous), Virudhunagar.

(Dr.J.Kamatchi Eswaran)