

# RESUME

01. **Name and Address** : Dr. B.RAVICHANDRAN  
Head & Associate Professor,  
Department of Commerce,  
V.H.N.S.N. College,  
Virudhunagar, Tamilnadu.  
India- 626001.
02. **Contact No. & e-mail Id:** +919486636566, [ravichandran@vhnsnc.edu.in](mailto:ravichandran@vhnsnc.edu.in)
03. **DOB & Age** : 19-04-1965, 57 years
04. **Academic Qualification** : M.Com., (First Class)  
(Annexure I A) M.phil., ( University First Rank)  
M.B.A., (First Class)  
M.A ., (First Class)  
B.Ed., (First Class)  
Ph.D in Commerce
05. **Areas of Specialisation** : Marketing Management,  
Human Recourse Management
06. **Experience** :  
a. In Teaching :31 years  
b. In Reasearch : 20 Years
07. **Institution Working** : V.H.N.Senthikumara Nadar College  
Virudhunagar – 626001
08. **Research Project Done** : Nil
09. **Conferences attended** :  
(Annexure I B) a. National Level : 3  
b. State Level : 2
10. **Papers Presented / Published** : National Level : 3
11. **Books Published** : 2 (Annexure I C)
12. **Number of Researchers Supervised / Guided** : M.Phil : 10
13. **Board of Examiner** : Universities : 4 (Annexure I D)  
Colleges : 6

# Annexure I

## A. EDUCATIONAL QUALIFICATIONS

S. No	Examination Passed	Subject	Year of Passing	Name of the University/ Colleges/ Institutions
1	10 <sup>th</sup> Standard	Maths, Science, History	1980	Board of Secondary Education, Tamilnadu
2	+ 2	Commerce, Accountance, History	1982	Board of Higher Secondary Education, Tamilnadu
3	B.Com	Commerce	1985	Madurai-Kamaraj University
4	M.Com	Commerce	1987	Madurai-Kamaraj University
5	PGDMM	Marketing	1988	Annamalai University-Chidabaram
6	M.Phil	Commerce	1989	Alagappa University-Karaikudi
7	B.Ed	Commerce	1990	Annamalai University-Chidabaram
8	DTL	Taxation	1992	Madurai-Kamaraj University
9	M.A.	Sociology	1993	Annamalai University-Chidabaram
10	Ph.D	Commerce	2004	Madurai-Kamaraj University
11	M.B.A	Marketing	2006	Tamilnadu Open University-Chennai

## B. SEMINAR / CONFERENCE ATTENDED AND PAPER PRESENTED

### a. National level

S.No	Name of the seminar / Conference	Sponsoring agency	Place and Date
1	National level Seminar on Costomer Relationship Management	UGC	Providence College for Women, Coonoor. 28-08-2008
2	National Seminar on Trends on Globalisation and impact on Indian Society	Department of Social Work	Nehru Arts and Science College, Coimbatore. 30-08-2008
3	National level Conference on Management – Changing Scenario	Department of Bussies Administration	Panimalar Engineering College Chennai. 06-03-2010

**b. State level**

1	Seminar on Role of Institution of Higer Education in Promoting Harmonious Socity	ICSSR	Aruppukoti. 10.03.2005
2	Seminar on Choise Based Credit System	UGC	The Madura College Madurai. 29-03-2005

**C. LIST OF BOOKS PUBLISHED**

1. Marketing – MM publishers
2. Bussienes Correspondence and Communication - MM publishers

**D. BOARD OF EXAMINER****a. Universities**

1. Madurai Kamaraj university-Madurai
2. Annamalai University-Chidabaram
3. Alagappa University-Karaikudi
4. Manoanmaniam Sundaranar University-Tirunelveli

**b. Colleges**

1. VVV College for women – Virudhunagar
2. SRNM College – Sattur
3. Devanga Arts College – Aruppukoti
4. Thiyagarajar College – Madurai
5. Lady Dock College – Madurai
6. Arulmigu Palani Andaver College For Women - Palani