

RESUME

Name of the candidate : **Dr.R.SIVAJOTHI**

Academic Qualification : M.Com.,M.B.A.,M.Phil.,Ph.D.,D.C.A.,P.G.D.C.A

Designation : Assistant Professor,
VHNSN College (Autonomous)
Virudhunagar

Area of Specialization : Accountancy, Direct Taxes, HRM.

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EDUCATIONAL QUALIFICATION

2014 - 2020	Ph.D S.B.K.College, Madurai Kamaraj University, Madurai
2011 - 2013	M.B.A DDE, Alagappa University, Karaikudi.
2011 - 2012	P.G.D.C.A (Post Graduate Diploma in Computer Application) DDE, Alagappa University, Karaikudi.
2009 - 2010	M.Phil V.H.N.S.N.College, Madurai Kamaraj University, Madurai.
2007 - 2009	M.Com S.B.K.College, Madurai Kamaraj University, Madurai
2004 - 2007	B.Com S.B.K.College, Madurai Kamaraj University, Madurai
2004 - 2005	D.C.A S.B.K.College, Madurai Kamaraj University, Madurai

TEACHING EXPERIENCE

- ❖ June 14, 2010 TO Dec 3, 2015 – 4 Years 6 Months Working in Devanga Arts College (Autonomous), Virudhunagar.
- ❖ From Dec 4, 2015 to Till Now – Working in VHNSN College (Autonomous), Virudhunagar.

COMPUTER PROFICIENCY

Tally	–	A Grade
Web Designing	–	A Grade

RESEARCH PRESENTATION

- 2009** National seminar on “Indian Financial Service Sector: Integration, strategies and challenges” held on 5th and 6th sep,2009 held at M.S university, Tirunelveli and presented a paper on “Prevention of credit card fraud”.
- 2009** National level seminar on “Application of Statistical tools in Social Science Research” held on 9th and 10th Oct, 2009 at VHNSNC, Virudhunagar.
- 2009** State level workshop on ‘Quality Excellence and Quality Substance in education held on 21.9.2009 presented a paper on ‘Innovation in Teaching Technology’.
- 2009** National Level workshop on “Review of Literature and Application of Statistics” held on 10th, 11th and 12th December, 2009 in V.H.N.S.N.College, Virudhunagar.
- 2009** National level conference on “Advanced Statistical data analysis for business intelligence” held on 4th and 5th November,2009 held at Kalasalingam University, Krishnankovil presented a paper on “Buyer behavior of vegetable seller in Aruppukottai”.
- 2010** National level seminar on “Research methodology in social sciences” held on 6th and 7th Aug, 2010 held at VHNSN College, Virudhunagar presented a paper on “Application of non-parametric tests in social science researchers”.
- 2010** National level seminar on “Research methodology in social sciences” held on 6th and 7th Aug, 2010 held at VHNSNC, Virudhunagar presented a paper on “Attitude of Powerloom Weavers in Aruppukottai”.
- 2010** National conference on “Emerging trends in Retailing Industry” held on 20 March, 2010 held at SNR College, Coimbatore presented a paper on “Indian Textile and Retail Industry Challenges Ahead”.
- 2011** State level Workshop on “Research methods using SPSS held on 28th and 29th Jan, 2011 held at MTN College, Madurai.
- 2012** State level seminar on “Computer application in business held on 10.2.2012 held at Devanga Arts College, Aruppukottai presented a paper “Internet Marketing – An overview”.

- 2012** State level seminar on “Computer application in business held on 10.2.2012 held at Devanga Arts College, Aruppukottai presented a paper “Indian Derivatives Market”.
- 2012** National conference on “Emerging trends in Advertising” held on 12.10.2012 held at Padmavani arts and science college, Salem presented a paper on “Impact of Celebrity endorsement in brand”.
- 2012** National conference on “Consumer protection” held on 22.02.2012 held at Kaamadhenu arts and science college, Sathyamangalam presented a paper on “Consideration regarding the Security and Protection of E-Banking Services Consumer Interest”.
- 2012** National level seminar on “Globalization and its emerging trends held on 28.12.2012 held at S.Vellaichamy Nadar College, Madurai presented a paper on “Consumer Protection and Banding”.
- 2012** State level seminar on Today’s India held on 17th Feb, 2012 held at Devanga Arts College, Aruppukottai.
- 2012** International conference on “Shifting Paradigms of business” held on 23th and 24th July, 2013 held at VHNSNC, Virudhunagar presented a paper on “Global financial crisis and impact on Indian economy”.
- 2013** State level seminar on ‘Dynamics of Human Management in Business’ held on 15th March, 2013 held at Devanga Arts College, Aruppukottai.
- 2013** National level seminar on “Social responsibility of Higher Educational Institution” held on 18th and 19th July 2013 held at ANJAC, Sivakasi.
- 2013** International conference on “Emerging trends of E-Commerce in global business scenario” held on 30th and 31st August 2013 held at VHNSNC, Virudhunagar presented a paper on “Development of E-Marketing Plan”.
- 2014** State level seminar on “Emerging Trends in Business Opportunities” held on 28th March 2014 held at Devanga Arts College, Aruppukottai.

- 2014** International conference on “Problems & Prospects of E-Commerce” held on 25th and 26th July 2014 held at VHNSNC, Virudhunagar presented a paper on “Levels of Stress among College Teachers Reference to Virudhunagar District”.
- 2014** National conference on “Current Account Deficit and Fiscal Deficit” held on 25th and 26th July 2014 Sponsored by ICSSR held at Sri Kaliswari College, Sivakasi presented a paper on “FDI in Indian Retail Sector – SWOT Analysis”.
- 2015** National seminar on “Companies Act 2013 – Towards Corporate Excellence” held on 08th January 2015 held at Devanga Arts College, Aruppukottai presented a paper on “Role of Disclosure in Corporate Governance in India”.
- 2015** National seminar on “New Trends in Marketing” held on 17th February 2015 held at Devanga Arts College, Aruppukottai presented a paper on “Marketing of Financial Services in India (with reference to banking sector)”.
- 2015** Inter - Collegiate Seminar on “Online Trading and Its impact on Retail Sector” held on 20nd February 2015 held at VVV College, Virudhunagar participated.
- 2015** National seminar on “Emerging Trends in Retail Banking” held on 20th March 2015 held at Devanga Arts College, Aruppukottai presented a paper on “Role of Green banking in India”.
- 2015** International conference on “Strategies for Sustainable Growth of E-Commerce” held on 24th and 25th July 2015 held at VHNSNC, Virudhunagar presented a paper on “Customer Satisfaction Towards E-Banking Services in Virudhunagar District”.
- 2015** International conference on “Innovation Management” held on 19th October 2015 held at Anna University BIT Campus, Tiruchirappalli presented a paper on “A Study on Customer Experience Management in Personal Loan”.
- 2015** Workshop on “Enriching Research Competency Using SPSS and AMOS Software” held on 31st October 2015 held at Kalasalingam University, Krishnankoil participated.

- 2015** National conference on “Current Scenario in Business Management and Technology: A Growth Pole for Promoting Rural Enterprises” held on 9th December 2015 held at The Gandhigram Rural Institute – Deemed University, Gandhigram presented a paper on “Women Entrepreneurship in India Problems and Prospects”.
- 2015** Workshop on “SPSS in Social Science Research” held on 11th and 12th December 2015 held at VHNSNC, Virudhunagar participated.
- 2015** National seminar on “Indian Retail Sector in the Global Economy: Emerging Trends, Issues and Challenges” held on 16th and 17th December 2015 held at Sri Kaliswari College, Sivakasi presented a paper on “Globalisation of Indian Insurance Industry – An Overview”.
- 2016** International conference on “Make In India – Initiatives, Ideas & Challenges” held on 19th and 20th Aug 2016 held at VHNSNC, Virudhunagar presented a paper on “Make in India Programme – Problems and Perspectives”.
- 2016** National conference on “Payment Banks: Opportunities and Challenges” held on 29th and 30th Sep 2016 held at VHNSNC, Virudhunagar presented a paper on “Relationship Management in Banking Sector”.
- 2017** National conference on “Startup India – A Way to Standup India” held on 3rd and 4th March 2017 held at VHNSNC, Virudhunagar presented a paper on “Startup Initiatives”.
- 2017** National conference on “Digital India – New Approaches to Business Excellence” held on 16th March 2017 held at Devanga Arts College, Aruppukottai presented a paper on “A Role of Digital India Initiatives”.
- 2017** National conference on “Goods and Services Tax” held on 19th Jan 2017 held at VHNSNC, Virudhunagar presented a paper on “GST in India: A Key Tax Reform”.
- 2017** National conference on “Less Cash Economy As A Strategy For Financial Inclusion In Rural India” held on 19th Jan 2017 held at VHNSNC, Virudhunagar presented a paper on “Development of Sustainability and Green Banking Regulations”.

- 2017** National conference on “Working Women: Problems and Prospects” held on 19th and 20th July 2017 held at VHNSNC, Virudhunagar presented a paper on “Work Stress among College Teachers in Self-Financing College: an Explorative Study”.
- 2017** National conference on “Working Women: Problems and Prospects” held on 19th and 20th July 2017 held at VHNSNC, Virudhunagar presented a paper on “Working Women Problems in India”.
- 2017** National conference on “Working Women: Problems and Prospects” held on 19th and 20th July 2017 held at VHNSNC, Virudhunagar presented a paper on “Impact of Working Women Problems & Prospects”.
- 2017** National conference on “Social Entrepreneurship and Growing Business Opportunities” held on 19th and 20th July 2017 held at VHNSNC, Virudhunagar presented a paper on “Social Entrepreneurship: A Growing Trend in Indian Economy”.
- 2018** National conference on “Transformation of Youth – A Lead to Skilled and Developed India” held on 27th and 28th Feb 2018 held at VHNSNC, Virudhunagar presented a paper on “Prospects and Problems of Social Entrepreneurship in India”.
- 2019** National conference on “Online Publishing, Plagiarism and Research Integrity” held on 15th Feb 2019 held at VHNSNC, Virudhunagar presented a paper on “Plagiarism in Digital Environment”.
- 2019** National conference on “Insolvency and Bankruptcy Code, 2016 – New Bankruptcy Law for the Revival of Indian Economy” held on 3rd and 4th Jan 2019 held at VHNSNC, Virudhunagar presented a paper on “Pradhan Mantri Jan Dhan Yojana (PMJDY): The Biggest Financial Inclusion Initiative in India”.
- 2019** National conference on “Trends in Commerce” held on 6th Feb 2019 held at Sermahtai Vasan College for Women, Madurai presented a paper on “Work Stress among Arts College Faculty in Virudhunagar District”.

- 2020** National conference on “Bibliotherapy for All: An Innovative Practice in library” held on 29th Feb 2020 held at VHNSNC, Virudhunagar presented a paper on “A Study on Impact of Use of Information Technology in Academic Libraries”.
- 2020** Participated in the International online webinar on “Women empowerment leading to Grievance redressal” organised by Shri Mrityunjaya College of Arts and Commerce, Dharwad, Karnadaka held on 21st july, 2020.
- 2020** Participated in the International online webinar on “Changed Scenario of Education after Covid-19” organised by S.B.K.College, Aruppukottai held on 3rd Jun, 2020.
- 2020** Participated in the National online webinar on “7tips to Increase wealth during Economic Slow-down” organised by E.M.G.Yadava Women’s College, Madurai held on 14th Jun, 2020.
- 2020** Participated in the webinar on “Outcome based Assessment Strategies” organised by V.H.N.S.N College (Autonomous), Virudhunagar held on 18th July, 2020.
- 2020** Participated in the International level E-FDP on “Sustaining Academician: The Role the Teachers in tackling Post Covid - 19” organised by Mother Theresa University, Kodaikanal held on 4th and 5th Aug, 2020.
- 2020** Participated in the National Level webinar on “Covid – 19 Outbreak: Sliver Linings in the Midst of Stormy Clouds” organised by St.Xavier’s College, Palayamkottai held on 22nd June, 2020.
- 2020** Participated in the National Level webinar on “Research Paper Publication: Expectation Vs Reality” organised by Mount Zion College of Engineering and Technology held on 24th July, 2020.
- 2020** Participated in the International webinar on “Developing Digital Literacy Skills” organised by Govindammal Aditanar College For Women, Tiruchendur held on 3rd Aug, 2020.

- 2021** Participated in the International online webinar on “Introduction to Securities Markets, IPO, Mutual Funds and ETF Investing” organised by S.B.K.College, Aruppukottai held on 21st Feb, 2021.
- 2021** Participated in the International online webinar on “Unleashing the AHA Moment: Role of Creativity in Marketing Communication” organised by V.H.N.S.N College (Autonomous), Virudhunagar held on 26th Feb, 2021.
- 2021** Participated in the National Level Webinar on “Academic Accounts” organised by Central Library in association with IQAC, V.H.N.S.N College (Autonomous), Virudhunagar held on 23rd June, 2021.
- 2021** Participated in the National Level Webinar on “Entrepreneurial Skills – A Vital play of Technology and Inventions” organised by Department of Commerce, Kaamadhenu Arts and Science College, Erode held on 20th May, 2021.

FDP ATTENDED

- 2020** Participated in the FDP on “Digital Teaching” organised by V.H.N.S.N College (Autonomous), Virudhunagar held on 3rd June, 2020.
- 2020** Participated in the FDP on “Handling Classes through Google Meet” organised by V.H.N.S.N College(Autonomous),Virudhunagar held on 6th Aug, 2020.
- 2021** Participated in the FDP on “Outcome Based Education” organised by Kallam H Institute of Technology, Vijayawada held on 21st Jun to 25th Jun, 2021.
- 2021** Participated in the FDP on “Industry Institute Interaction – A Holistic Approach Insight Out” organised by Department of Commerce, SRM Institute of Science and Technology, Ramapuram held on 1st Jun to 14th Jun, 2021.
- 2021** Participated in the Online Short Term Course on “Integration of ICT in Teaching and Learning” organised by Senthil Research Forum, V.H.N.S.N College(Autonomous),Virudhunagar held on 26th July to 30th July, 2021.

PUBLICATION

- 2009** Dr.P.Sundara Pandian and **R.Sivajothi** published on article “Buyer Behaviour of Vegetable Sellers in Aruppukottai” in the edited book with ISBN number “Advanced Statistical Data Analysis for Business Intelligence”, Nov, 2009.
- 2010** Dr.P.Ravichandran and **R.Sivajothi** published on Article “Application of non-parametric tests in social science researchers” in the edited book with ISBN number “Research Methodology in Social Sciences”, Aug, 2010.
- 2010** Dr.P.Sundara Pandian and **R.Sivajothi** published on Article “Attitude of Powerloom Weavers in Aruppukottai” in the edited book with ISBN number “Research Methodology in Social Sciences”, Aug, 2010.
- 2011** **R.Sivajothi** published on article “Analysis of Customers’ Attitude Towards Pandian Grama Bank Services” in the book “Manas” A Multidisciplinary Research Journal published by Devanga Arts College, Aruppukottai. Jan(2011) – Dec (2011).
- 2012** **R.Sivajothi** published on article “Risk Factors by Investors” in the book “Manas” A Multidisciplinary Research Journal published by Devanga Arts College, Aruppukottai. Jan(2012) – Dec (2012).
- 2012** **R.Sivajothi** published on article “Global Financial Crisis and Impact on Indian Economy” in the edited book with ISBN number “Change Ahead”, Sep, 2012.
- 2012** Dr.P.Ravichandran and **R.Sivajothi** published on article “E-Waste and its Impact” in the edited book with ISBN number “Change Ahead”, July, 2012.
- 2012** Dr.P.Ravichandran and **R.Sivajothi** published on Article “Impact of Celebrity Endorsement on brand” in the edited book with ISBN number “Emerging trends in Advertising”, Oct, 2012.
- 2013** **R.Sivajothi** published on article “Development of E-Marketing Plan” in the edited book with ISBN number “Emerging Trends in E-Commerce”, Aug, 2013.

- 2017** **R.Sivajothi** published an Article on “Social Entrepreneurship: A Growing Trend in Indian Economy” in the edited book with ISBN Number “Social Entrepreneurship and Growing Business Opportunities in India” August 2017.
- 2017** **R.Sivajothi** published an Article on “Impact of working women problems and prospects” in the edited book with ISBN Number “Working Women: Problems and Prospects” July 2017.
- 2017** **R.Sivajothi** published an Article on “Working women problems in India” in the edited book with ISBN Number “Working Women: Problems and Prospects” July 2017.
- 2017** **R.Sivajothi** published an Article on “Work stress among college teachers in self-financing college – an Explorative study” in the edited book with ISBN Number “Working Women: Problems and Prospects” July 2017.
- 2018** **R.Sivajothi** published an Article on “Prospects and Problems of Social Entrepreneurship in India” in the edited book with ISBN Number “Transformation of youth – A lead to skilled and developed India” Feb 2018.
- 2018** **R.Sivajothi** Published a paper titled, “Paradigm Drift in Business Theory and Practices”, in Edited Book on “Factors Affecting the Stress of Teachers; A Special Reference to Virudhunagar District”, Sri Vidhya College of Engineering and Technology, Virudhunagar, Nov, 2018, ISBN: 978-81-931500-2-3, p.120-127.
- 2019** **R.Sivajothi**, “Digital Payments for Rural India - Challenges And Opportunities”, in the ‘Research Explorer’, Vol. V, Number 1, Mar 2019, ISSN No.:2250 – 1940 (P), p.21 - 24.
- 2019** **R.Sivajothi** Published a paper titled, “Pradhan Mantri Jan Dhan Yojana; The Biggest Financial Inclusion Initiative in India”, in Edited Book on ‘Insolvency and Bankruptcy Code, 2016’, V.H.N.S.N College (Autonomous), Virudhunagar, Jan, 2019, ISBN 978-93-81723-94-4, p.377-380.
- 2019** **R.Sivajothi** Published a paper titled, “Digital Information System and Services”, in Edited Book on “Plagiarism – A Conceptual Analysis”, V.H.N.S.N College (Autonomous), Virudhunagar, Feb, 2019, ISBN: 978-93-85469-06-0, p.70-75.

2019 Dr.J.Kamatchi Eswaran & **R.Sivajothi** Published a paper titled, “Journal of Humanities”, in Edited Book on “Professional Stress among Faculty Members of Madurai Kamaraj University”, C.Abdul Hakeem College, Melvisharam Dec, 2019, ISSN: 2320-3102, p.54-62.

2020 Dr.J.Kamatchi Eswaran & **R.Sivajothi** Published a paper titled, “Journal of Engineering and Applied Sciences and Technology”, in Edited Book on “Relationship Between Self-Concept and Mental Alertness among B.Ed Teacher Trainees in Madurai District”, Jun, 2020, ISSN: 2455-2143, p.54-62.

PROJECT GUIDED

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- PG – 4 Projects guided
 - UG – 5 Projects guided

RESOURCE PERSON

2015 Acting as a Resource Person in “Banking, Financial Services and Insurance Sector ICT Academy of Tamilnadu Sponsored Training Programme” held at VHNSNC, Virudhunagar on 24th June 2015 to 15th July 2015.

EXAMINER

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- ❖ Madurai Kamaraj University, Madurai
 - ❖ Various Autonomous colleges.

OTHER ACHIEVEMENTS

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- Successfully completed NPTEL online course on “Developing Soft skills and personality” Aug – Oct 2018.
 - Successfully completed NPTEL online course on “Consumer Behaviour” Jan – Mar 2019.

TOPICS OF E-CONTENT VIDEOS

S.N	SUBJECT AND TOPIC	LINK
1	Management Accounting – Marginal Costing	https://youtu.be/uHIMfY-pvBQ
2	Management Accounting – Cash Flow Statement	https://youtu.be/luMDawDqWkE
3	Management Accounting – Cash Flow Statement – simple problem	https://youtu.be/IjPnj-pAIno
