

RESUME

1/201/5/2E,
Amman Nagar,
Devarkulam Road,
Sivakasi (West)-626124.
Virudhunagar District,
Tamilnadu,
India.
Cell: 91+ 9944166853
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Vimalpriyan.j@vhnsnc.edu.in

J. VIMAL PRIYAN

CAREER OBJECTIVE

Intend to build a career in a competitive hi – tech environment, wherein my professional knowledge and skills are utilized to the full extent thereby achieving organizational and personal goals.

ACADEMIC CHRONICLE

- ❖ **Ph.D.** awarded in Bharathiar University, Coimbatore (June 2014)
- ❖ **M.Phil.** in Vivekananda College, Madurai (Aug 2007) **First Class with Distinction**
- ❖ **M.Com.** in Vivekananda College, Madurai (April 2006) **First Class**
- ❖ **B.Com.(CA)** in Ayya Nadar Janaki Ammal College, Sivakasi (April 2004) **First Class**

TEACHING EXPERIENCE

- Working as **Head & Assistant Professor of Commerce (CA) (SF) in V.H.N.S.N College, Virudhunagar – (From 02.8.2021 to till date).**
- Worked as **Head & Assistant Professor of Commerce & C.A in Sri Vidhya College of Arts& Science, Virudhunagar – 3 years (From 15.6.2018 to 31.7.21).**
- Worked as **Assistant Professor in Management in Kristu Jayanti College, Bengaluru – 1 Year (From 7.6.2017 to 10.6.18).**
- Worked as **Assistant Professor in Research Centre in Commerce, M.G.R. College, Hosur – 3 Years (From 16.06.2014 to 03.05.2017)**
- Worked as **Assistant Professor in PG Department of Commerce (C.A) in Ayya Nadar Janaki Ammal College, Sivakasi - 7 Years (From 19.6.2008 to 30.4.2014).**

RESEARCH EXPERIENCE

- Sanctioned a ICSSR National Seminar titled, “Role of ICT on MSME” for Rs 1,25,000.
- Sanctioned a Minor Research Project titled, “Perception of Policyholders towards Public and Private Life Insurance Companies in Tamilnadu – A Comparative Analysis” for Rs. 75,000/-
- Ph.D. thesis: *Perception of Policyholders towards Life Insurance Companies with reference to Virudhunagar District*
- M.Phil. Dissertation: *Cluster Industries in Tamilnadu – A Study with special reference to Printing Industries at Sivakasi.*
- M.Com : *Automation of School Management System*

EDITORIAL BOARD

- Euro Asia International Research and Development Association
- Asian Journal of Economic Modelling
- International Journal of Research in Management, Economics and Commerce (Ijrmec)
- International Journal of Commerce and Management Research
- International Journal of Economics, Finance and Management Sciences
- International Journal In Management & Social Science
- International Journal of Accounting, Finance and Risk Management(IJAFRM)
- Journal of Management Research and Analysis
- International journal of Engineering development and research (IJEDR)
- International Journal of Economic and Business Management
- International Journal of Creative Research Thoughts - Ijert (Ijert.Org)
- VIT Press International Journal of Accounting Research (VITP – IJAR)
- VIT Press International Journal of Finance Management (VITP-IJFM)
- International Journal of Advanced Research in Commerce Management and Finance (IJARCMF)

Patent Published

Application No.	Application Type	Date of Filing	Title of Invention	Issued By
202241042442	Ordinary Application	25/07/2022	Marketing strategies for entering a Micro services enterprise in the B2B market	Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India.
202211046238	Ordinary Application	13/08/2022	Analysis of the scope of occupational stress, its causes, main symptoms, regulation mechanisms and indicators of the impact on the productivity of employees in managerial positions	Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India.

Book Chapter

Title of the Book	Title of the paper	National/ International	Publisher	ISBN	Date
Emerging Innovation in Social Sciences	A study of employer branding image on banking employees attraction and retention.	International	Waser Books Publication, Germany	978-3-96492-398-1	July 2022

SUBJECTS HANDLED

B.Com.	M.Com.
Advanced Accountancy	Research Methodology
Taxation Law and Practice	Financial Management
Auditing	Management and Cost Accounting
International Marketing	Operations Research
E- Banking and Techniques	Tally

TEACHING METHODS USED

- Lecture method, Power Point Presentation, MLM, OHP presentation and Smart Board.

RESEARCH AND COMPUTER PROJECTS GUIDED

- M.Com. - 85
- Post Graduate Diploma in Personal Management - 4
- Post Graduate Diploma in Financial Management - 5
- M.Com.(CA) (Computer Oriented) - 54
- B.Com.(CA) (Computer Oriented) - 27
- Environmental Studies Projects - 9

AWARDS RECEIVED

- Secured First Rank in Commerce course at school level in HSC (2000) and received cash award.
- Secured Second Rank in HSC (2000) at school level and received cash award.
- Won **Best Behaved Student Award** in Vivekananda College in the year 2004-05.

BOOK PUBLISHED

- Published a book titled, “**Perception of Policyholders towards Life Insurance**” LAMBERT Academic Publishing, Germany, ISBN No. 978-3-659-87350-8. (2016)
- Published a book titled, “Comparative of public and private life insurance companies in India”, Pranam Publication, Gujarat, India, ISBN No. 978-81-936470-8-0.(2018)

PAPER PUBLICATION IN JOURNALS AND MAGAZINES –57

INTERNATIONAL JOURNAL - 15

- Research paper titled, “**Opinion of Customers about Dealers’ Service in Indane Gas – A Study with Special Reference to Sivakasi Town**” published in International Journal of Enterprise and Innovation Management Studies, Vol. 1, No.3, July – December 2010.
- Research paper titled, “**Services of Agents – A Study with Special Reference to GIC at Sivakasi**” published in International Journal of Enterprise and Innovation Management Studies, Vol. 2, No. 1, January – June 2011.
- Research paper titled, “**Perception of Customers towards Service Quality of Canara Bank towards Deposit Schemes**” Published in ICTACT International Journal on Management Studies, February 2017.
- Research paper titled. “ **Corporate Social Responsibility – An Indian Perspective**”

Published in International Journal of Research in Finance and Marketing(Impact Factor 6.397, Thomson Reuters Researcher ID : L- 5236-2015), **June 2017**. PP 143-154.

- Research Paper titled, “ **Employees’s perception toards corporate social responsibility of companies – with reference to Ashok Leyland company**” Published in International Research Journal of Commerce and Law (IRJCL) (UGC Indexed, Impact factor 4.144) Scopus ID IRJCL : E0FEFE77AF1E160D), **September 21&22, 2017**.
- Research Paper titled, “**Awareness of Employees Towards CSR Activities – A Study with Reference to Ashok Leyland**” Published in International Research Journal of Management and Commerce (UGC Indexed, Impact factor 5.564), **Issue 10, Vol. 4, October 2017, pa 297-302**. Pa 58-85
- Research Paper titled, “A comparative study of Public and Private Life Insurance Companies in India” Published in Journal of Advance Management Research (UGC Indexed No. 42888), **Issue 2, Vol. 6, February 2018, pa 297-302**.
- Research paper titled, “ Recital of service quality in commercial banks – A study with reference in Sivakasi” Published in Journal of Research Guru (UGC Indexed No. 63726), Impact factor 3.021, **Vol- 12, Issue 1, June 2018, pa 455-463**
- Research paper titled, “Brand preference Towards foot wears”, Published in International journal of marketing research innovation, **Issue 2, Vol 2, 2018**.
- Research paper titled, “Marketing Problems of Micro Small and Medium Enterprises in Virudhunagar District”, Published in International Journal of NOLEGEIN Journal of Supply Chain and Logistics Management, **ISSN 2582-0141, Issue 2, Vol 2, 2019**.
- Research Paper titled “**Perception of Women Bank Employees about Their Working Environment in Virudhunagar District**”, **International Journal of Advances in Engineering and Management**, ISSN: 2395-5252, (IJAEM) Volume 3, **Issue 2 Feb 2021**, pp: 505-513, (DOI: 10.35629/5252-0302505513 **Impact Factor value 7.429** | ISO 9001: 2008 Certified Journal).
- Research paper Titled “ **Perception of home loan takers home insurance policy in Sivakasi**” , **International Journal of Management Research and Analysis**, ISSN :2394-2762, Volume 8, Issue 1, **January – March 2021, PP – 5-9**.
- Research paper Titled “**Impact of Covid 19 on E – Commerce in India – A Study with Special Reference to Sivakasi Taluk of Virudhunagar District**”, **International Journal of Innovative Research in Technology**, ISSN : 2349-6002, Volume 8, Issue 9, **February 2022, PP – 286-291**.(<https://ijirt.org/Article?manuscript=153834>)
- Research paper Titled “**Mahathma Gandhi National Rural Employment Guarantee Scheme and Empowerment of Rural Women in Srivilliputtur Taluk**”, **International Journal of Emerging Technologies and Innovative Research**, ISSN : 2349-5162, Volume 9, Issue 8, **August 2022, d66-d74**.

NATIONAL JOURNALS – 43

- Article titled, “**How is the Forex Market Performing?**” published in *Facts for You*, March 2009, pp. 35-38.
- Article titled, “**The Role of RBI in India’s Foreign Exchange Market**” published in *Facts for You*, November 2009, pp. 34-36.
- Article titled, “**The Indian Non-Life Insurance Industry Suffers a Setback**” published in *Facts for You*, November 2009, pp. 37-41.
- Research Paper titled, “**Water Pollution in Ayyanar Falls**” published in *Kishan World*, Vol. 36, No.11, November 2009, pp. 17-20.

- Research Paper titled, “**Indian Life Insurance Industry: Prospect for Private Sector**” published in *The Journal of Insurance Institute of India*, Vol. XXXVI, Jan – June 2010, pp. 52-57.
- Research Paper titled, “**Term Insurance Schemes of various Life Insurance Companies – A Comparative Study**” published in *Taxmann’s Corporate Professionals Today*, Vol. 17, Part I, January 2010, pp. 52-58.
- Article titled, “**Export Potential of Indian Sugar**” published in *Facts for You*, February 2010, pp. 20-22.
- Article titled, “**Financial Inclusion: Banking Scenario**” published in *Monthly Public Opinion Surveys*, March 2010, Vol. LV, No.6, pp. 21-23.
- Article titled, “**Financial Inclusion: A Business Opportunity**” published in *Facts For You*, May 2010, pp. 33-36.
- Article titled, “**RBI’s Role in Macroeconomic Policy**” published in *Facts For You*, May 2010, pp. 38-42.
- Article titled, “**Processed Food: An Attractive Sector for Investment**” published in *Facts For You*, June 2010, pp. 10-14.
- Research Paper titled, “**Role of Micro, Small and Medium Enterprises – Development Organization in Development of MSMEs**” published in *Indian Economic Panorama*, Vol. 20, No. 2, July 2010, pp. 44-48.
- Article titled, “**Plastics: Many Years of Growth Ahead**” published in *Facts For You*, August 2010, pp. 13-16.
- Research Paper titled, “**Coir Industry: Growth in India**” published in *Monthly Public Opinion Surveys*, Vol. LVI, No. 1, October 2010, pp. 22-24.
- Research Paper titled, “**Small Scale Industries under the Indian Five Year Plans**” published in *Monthly Public Opinion Surveys*, Vol. LVI, No. 1, October 2010, pp.18-21.
- Research Paper titled, “**Insurance Education – Need of the Hour**” published in *Monthly Public Opinion Surveys*, Vol. LVI, No. 2, November 2010, pp. 21-24.
- Research Paper titled, “**Coir Industry Needs Support**” published in *Kishan World*, Vol. 37, No.11, November 2010, pp. 37-40.
- Article titled, “**Cement Production: Room for Growth**” published in *Facts for You*, November 2010, pp. 17 -20.
- Article titled, “**Plans for Small Scale Industries**” published in *Facts for You*, December 2010, pp. 40 - 42.
- Research Paper titled, “**Corporate Governance: Tool for Success of Life Insurance Industry in India**” published in *Indian Economic Panorama*, Vol. 20, No.3A, December 2010, pp. 37-40.
- Research Paper titled, “**Services of Agents – A Study with Special reference to GIC at Sivakasi**” published in *e-Srujan*, Vol. 1, No.2, August 2011, pp. 85-92.
- An article titled, “**Growth of MSMEs in India**” published in *Facts For You*, October 2011.
- Research paper titled, “**Put Money into MSMEs The Need of the Hour**” published in *Anmi mirror*, Vol. 2, Issue 10, March 2012, pp. 8-9.
- Article titled, “**E-Waste Supply Chain Management: Opportunities and Challenges**” published in *Facts for You*, April 2012, pp. 41-43.
- Research Paper titled, “**Growth of Micro Small Enterprises (MSEs) in India**”

published in *Indian Economic Panorama*, Vol. 22, No.2, July 2012, pp. 25-26.

- Research paper titled, “**Performance of LIC of India – A Comparative Study**” published in *Business plus*, Jan – June 2010, pp. 21 – 24.
- Article titled, “**Insurance Education**” published in *Facts for You*, March 2011, pp.27-30.
- Research paper titled, “**Reasons for Clustering – A Study with Special Reference to Printing Units at Sivakasi**” published in *The ICFAI University Journal of Management Research*, April 2011, Vol. X, No. 2, pp.45-52.
- An article titled, “**Policy Implications of Small Scale Industries in India**” published in *Monthly Public Opinion Survey*, Vol. LVI, No. 8, May 2011, pp.23-27.
- Research paper titled, “**A Study about Policyholders of GIC, Sivakasi**” published in *The ICFAI University Journal of Risk and Insurance*, Vol. VIII, No. 3, July 2011, pp.51-56.
- An article titled, “**Khadi and Village Industries – Rural Boon**” published in *Facts For You*, August 2011, pp. 26-27.
- An article titled, “**Customer Relationship Management in Insurance Industry**” published in *Facts For You*, November 2011, pp. 38-42.
- Research paper titled, “**Opinion about Clustering of Small Scale Industries – A Study with Special Reference to Printing Units, Sivakasi**” published in *Monthly Public Opinion Surveys*, September 2011.
- An article titled, “**Performance Analysis of Foundation for MSME Clusters**” published in *Monthly Public Opinion Survey*, December 2011.
- Research paper titled, “**Electronic Waste Management in India – Issues and Strategies**” published in *Monthly Public Opinion Surveys*, Vol. LVIII, No. 3, December 2012, pp. 19-21.
- Research paper titled, “**Factors Influencing the Life Insurance Product Determination**” published in *VBR Vishwakarma Business Review*, Vol. II, Issue 2, July 2012, pp. 49-54.
- Research paper titled, “**A Study on Marketing Problems faced by MSMEs with reference to Product Variable**” published in *VBR Vishwakarma Business Review*, Vol. IV, Issue 1, January 2014, pp. 53-60.
- An article titled, “**Green Technology: Motivating Economic and Environmental Benefits from ICT**” published in *Facts for You*, April 2014, pp. 10 -14.
- Research paper titled, “**An Analysis of Level of Satisfaciton of MSMEs towards the Marketing Assistance Programmes**” published in *VBR Vishwakarma Business Review*, Vol. V, Issue 1, January 2015, pp. 1-11.
- Research paper titled, “**Management of Non Performing Assets in India**” published in *Banking Finance*, Vol. XXVIII, Issue 05, May 2015, pp. 31-35.
- Research paper titled, “**A Study on Micro, Small and Medium Enterprises in Virudhunagar District**” published in *VBR Vishwakarma Business Review*, Vol. V, Issue 2, July 2015, pp. 15-25.
- Research paper titled, “**An Impact of Promotional Strategies on Sales of MSMEs**” published in *VBR Vishwakarma Business Review*, Vol. VI, Issue 1, January 2016, pp. 18-27.
- Research paper titled, “**Marketing Challenges Before MSMEs: - An Exploratory**

Factor Analysis” published in Marketing Mastermind, December 2016, pp. 41-52.

- Research paper titled, **“An Analysis of Opinion of Agents about Perception of their Policyholders” published in VBR Vishwakarma Business Review**, Vol. VII, Issue 3, January 2017, pp. 32-42.

PROCEEDINGS PUBLISHED IN ISBN BOOKS

- Research paper titled, **“Corporate Social Responsibility – A Mean to Develop Sustainability”** published in *Corporate Social Responsibility and Sustainable Development*, pp. 277-285.
- Research paper titled, **“Legal Framework for the Production of Online Consumers”** published in *Impact of Information Communication Technology on Consumerism*, pp. 197 – 200.
- Research paper titled, **“A Study on Factors Influencing LIC Product Determination”** published in *Research Methodology in Social Sciences*, pp. 22-26.
- Research paper titled, **“Customer Service – Promotional Strategy for Service Organizations – A Study with special reference to GIC at Sivakasi”** published in *Research Methodology for Researchers in Commerce and Management*, pp. 80-83.
- Research paper titled, **“Promotional Strategies of Micro and Small Enterprises in Virudhunagar District”** published in *Sales Promotional Strategies*, December 2010, pp. 47 – 52.
- Research paper titled, **“Put Money into MSMEs – The Need of the Hour”** published in *Sales Promotional Strategies*, Vol. 2, No. 10, March 2012, pp. 8 - 13.
- Research paper titled, **“Corporate Governance in Life Insurance Sector”**, *Corporate Governance*, pp. 25.

PAPERS PRESENTED

- Presented a paper titled, **“Foreign Exchange Market”** at national level seminar on Emerging Financial Crisis in India Issues and Challenges organized by Sri Kaliswari College, Sivakasi on 17th December, 2008.
- Presented a paper titled, **“Mutual Fund in India”** at international level Seminar on Recent Trends in Capital Markets and Financial Innovations at Bharadhidasan University, Trichy on 9 and 10th January, 2010.
- Presented a paper titled, **“Good Corporate Governance Practices”** in the UGC sponsored national level seminar organized by ANJA College, Sivakasi on 5 and 6th February, 2010.
- Presented a paper titled, **“Coporate Governance in India - Shareholders”** in the UGC sponsored national level seminar organized by ANJA College, Sivakasi on 5 and 6th February, 2010.
- Presented a paper titled, **“Corporate Governance in Life Insurance Sector”** in the UGC sponsored national level seminar organized by ANJA College, Sivakasi on 5 and 6th February, 2010.
- Presented a paper titled, **“Corporate Governance: Tool for Success of Life Insurance Industry in India”** in the UGC sponsored national level seminar organized by ANJA College, Sivakasi on 5 and 6th February, 2010.
- Presented a paper titled, **“Green Marketing Strategies and Issues”** in the International conference organized by Nehru Institute of Management Studies, Coimbatore on 8 and 9th October 2010.

- Presented a paper titled, “**Global Life Insurance in India**” in the International conference organized by Nehru Institute of Management Studies, Coimbatore on 8 and 9th October 2010.
- Presented a paper titled, “**Services of Agents – A Study with special reference to GIC at Sivakasi**” in the UGC sponsored national level conference organized by VHNSN College, Virudhunagar on 22 and 23th December, 2010.
- Presented a paper titled, “**Customer Service – Promotional Strategy for Service Organisations**” in the UGC sponsored national level conference organized by VHNSN College, Virudhunagar on 22 and 23th December, 2010.
- Presented a paper titled, “**Customer Relationship Management in Insurance Industry**” in the UGC sponsored national level conference organized by VHNSN College, Virudhunagar on 22 and 23th December, 2010.
- Presented a paper titled, “**Promotional Strategies of Micro, Small Enterprises in Virudhunagar District**” in the UGC sponsored national level conference organized by VHNSN College, Virudhunagar on 22 and 23th December, 2010.
- Presented a paper titled, “**CSR: A Mean to Develop Sustainability**” in the UGC sponsored national level seminar organized by The Gandhigram Rural Institute, Gandhigram on 23 and 24 February, 2011.
- Presented a paper titled, “**Corporate Governance Practices in Insurance Sector**” in the national level seminar organized by ANJA College, Sivakasi on 22 and 23th June, 2011.
- Presented a paper titled, “**E – Waste Supply Chain Management in India Opportunities and Challenges**” in the national level seminar organized by ANJA College, Sivakasi on 12th October, 2011.
- Presented a paper titled, “**Green Building**” in the national level seminar organized by ANJA College, Sivakasi on 18th March, 2011.
- Presented a paper titled, “**Customer Relationship Management in Life Insurance Industry**” in the National Seminar organized by VVV College, Virudhunagar on 22 and 23rd September, 2011.
- Presented a paper titled, “**Foreign Direct Investment in Indian Retail Sector**” in the National Seminar organized by Vidyasagar College of Arts and Science, Udumalpet on 9th March, 2013.
- Presented a paper titled, “**Financial Inclusion Need of the Hour in Banking Sector**” in the national level seminar organized by ANJA College, Sivakasi on 15 and 15th March 2013.

PARTICIPATION IN WORKSHOPS

- SIX day workshop on “**ADOBE MASTER COLLECTIONS CS5, E-LEARNING**” organized by ANJA College, Sivakasi on 22 to 27th August, 2011.
- One day workshop on “**Software Project Life cycle**” organized by ANJA College, Sivakasi on 28th February, 2011.
- One day workshop on “**Quality in Higher Education – Issues and Challenges**” organized by ANJA College, Sivakasi on 28 and 29th October 2010.
- One day workshop on “**Preparation of e-learning materials**” organized by ANJA College, Sivakasi on 2 and 3rd October, 2010.
- National Level seminar on “**Research methodology in social sciences**”

organized by VHNSN College, Virudhunagar on 6 and 7th August, 2010.

- National Level workshop on “**Technology Enhanced Learning for Faculty Members**” organized by ANJA College, Sivakasi on 5,6,7th January 2010.
- One day seminar on “**Risk and Return in Stock Market**” organized by ANJA College, Sivakasi on 5 and 6th October, 2009.
- Two days workshop on “**Preparation of e-learning materials**” organized by ANJA College, Sivakasi on 15 and 16th June, 2010.
- Two days Seminar on “**Corporate Governance**” organized by ANJA College, Sivakasi on 5 and 6th February, 2010.

ADMINISTRATIVE ROLE

- IQAC Co- Coordinator in Sri Vidhya College of Arts and Science, Virudhunagar, from 15-06-2018 to 31-7-2021
- MKU Exam In charge in Sri Vidhya College of Arts and Science, Virudhunagar, from 15-06-2018 to 31-7-2021
- Discipline Committee Member in Sri Vidhya College of Arts and Science, Virudhunagar, from 15-06-2018 to 31-7-2021
- Member in College Admission Committee in Sri Vidhya College of Arts and Science, Virudhunagar, from 15-06-2018 to 31-7-2021
- Guest Speakers in different institutions.
- Worked as Sub Warden in the in the Graham Hostel, Ayya Nadar Janaki Ammal College, Sivakasi from June 2008 to May 2010.
- Member in College Admission Committee, Population Club, CTEL, Discipline committee and Students Monitoring Committee.
- Member in Question Paper Analysis Board, Bharathiar University, Coimbatore.
- Co-ordinator in Adextravanza 2018 at Kristu Jayanti College, Bangalore, 26th February 2018.

COMPUTER LITERACY

- C, C++, Tally, VB, Oracle, RDBMS, Foxpro, Photoshop, MS Office, DTP.

ADDITIONAL COURSES

- Completed Crash course on Power Point Presentation.
- Completed Certificate Course in Gandhian Thought.

PERSONAL DETAILS

Gender	: Male
Marital Status	: Married
Father's Name	: K. Jegadeesan
Date of Birth and Age	: 30.04.1982, 40
Community	: Hindu Nadar
Nationality	: Indian
Languages Known	: Tamil and English

I hereby declare that all the above furnished information is true to the best of my knowledge and belief.

Place: Sivakasi,

Date:

Yours faithfully,

(J. VIMAL PRIYAN)