

PROFILE

Name and Designation P. SEENIVASAN
Qualifications M.Com., M.Phil., PGDCA., (Ph.D).,
Designation Assistant Professor
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Theni Dist-625516.
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ACADEMIC QUALIFICATION

| Course | Institutions | University | Year |
|----------|--------------------------------------|----------------------------|----------|
| B. Com., | Hajee Karutha Rowther Howdia College | Madurai Kamaraj University | 2000 |
| M. Com., | Hajee Karutha Rowther Howdia College | Madurai Kamaraj University | 2002 |
| M. Phil | Madurai Kamaraj University | Madurai Kamaraj University | 2008 |
| Ph.D. | Madurai Kamaraj University | Madurai Kamaraj University | Perusing |

SPECIALISATION:

- ❖ Financial Accounting
- ❖ Taxation Law
- ❖ Cost & Management Accounting

ADDITIONAL RESPONSIBILITIES:

- ❖ Member in Academic Audit and Administrative committee
- ❖ Acted as member in IQAC & NACC Sub- Committee
- ❖ Acted as NSS Co-ordinator
- ❖ Acted as Co-ordinator in Red Ribbon Club
- ❖ Acted as member in Remedial Coaching scheme
- ❖ Acted Member in CIAE Committee

BOOKS EDITED:

| S.No | Book Name | ISBN Number | Publications |
|------|---|-------------------|--------------------------|
| 1 | Recent Trends in Marketing | 978-93-84193-26-2 | Jeyalakshmi Publications |
| 2 | Impact of Globalization | 978-93-84193-26-3 | Jeyalakshmi Publications |
| 3 | Higher Education in India-Issues and concerns | 978-93-85108-26-6 | Jeyalakshmi Publications |
| 4 | A Collection of Commerce Research Articles | 978-93-85108-23-9 | Nalir Publications |
| 5 | Digital payments – | 978-93-89658-67-5 | Shanlax Publications |

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| | Issues and Challenges | | |
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CONFERENCE /SEMINARS/WORKSHOPS /SYMPOSIA ORGANISED

| PROGRAMME | UNIVERSITY/COLLEGE | SPONSORING AGENCY | DURATION AND DATES |
|--|--------------------------------------|---------------------------------|---------------------------|
| National Level seminar on Recent Trends in Marketing | Hajee Karutha Rowther Howdia College | Institutional Sponsored seminar | 28-03-2013 |
| National Level seminar on Digital Payments Issues and Challenges | Hajee Karutha Rowther Howdia College | Institutional Sponsored seminar | 14-02-2020 |

PAPERS PRESENTED IN CONFERENCES/SEMINARS/WORKSHOPS/SYMPOSIA ETC.

| DATE | PROGRAMME | SPONSORING AGENCY | NAME OF THE INSTITUTION | TITLE OF THE PAPER |
|-------------|--------------------------------|---|--|--|
| 24-03-2010 | State Level Seminar | UGC | Hajee Karutha Rowther Howdia College | Examination Reforms |
| 23-10-2010 | National Level Conference | Tamil Nadu State Council for Science & Technology | Sri Venkateshwara College of Arts&Science, Peravurani | Self Help Groups and Women Empowerment |
| 20-03-2010 | National Level Seminar | Tamil Nadu State Council for Science & Technology | Sri Venkateshwara College of Arts&Science, Peravurani | Global Financial Crisis and Its Impact on Indian Economy |
| 09-09-2011 | National Conference | Tamil Nadu State Council for Science & Technology | Naina Mohamed College of Arts and Science, Rajendrapuram | Recent Trends in Service Marketing in India |
| 24-09-2011 | International Level Conference | Tamil Nadu State Council for Science & Technology | Sri Venkateshwara College of Arts&Science, Peravurani | Marketing Through Internet |
| 06-01-2012 | National Level Conference | Tamil Nadu State Council for Science & Technology | Mannar Thirumalai Naicker College, Madurai | Global Financial Crisis and Its Impact on Indian Economy |
| 28-03-2013 | National Level Conference | Institutional Sponsor | H.K.R.H. College, Uthamapalayam | Recent Trends in Marketing |
| 2014 | International Level Seminar | Institutional Sponsor | Hajee Karutha Rowther Howdia College, Uthamapalayam | India 'S Foreign Trade Opportunities and Challenges |
| 2014 | International Level Seminar | International Level Seminar | Hajee Karutha Rowther Howdia College, Uthamapalayam | Impact of Globalisation |
| 2015 | International Level Seminar | International Level Seminar | Sri Venkateshwara College of Arts&Science, | Global Financial Crisis and Its Impact on Indian |

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|--------------------------|--------------------------------|---|--|--|
| | | | Peravurani | Economy |
| 2015 | National Conference | Tamil Nadu State Council for Science & Technology | Naina Mohamed College of Arts and Science, Rajendrapuram | India 'S Foreign Trade Opportunities and Challenges |
| 2015 | National Level Conference | Tamil Nadu State Council for Science & Technology | Sri Venkateshwara College of Arts&Science, Peravurani | Impact of Globalisation |
| 21-01-2016 | National Level Seminar | UGC Sponsored | Hajee Karutha Rowther Howdia College | E-Banking in Rural Economy Recent Trends and Developments |
| 28-03-2016 to 30-03-2016 | National Level Workshop | ICSSR | Hajee Karutha Rowther Howdia College | Research Methodology for Research Scholars |
| 07-06-2016 | National Level Conference | Institutional Sponsored | Kodaikanal Chirstian College | Importance of Teachers in Education |
| 31-10-2016 | International Level Conference | IJRAMR | www.ijramr.com | A Study on Customer Satisfaction Towards Bajaj Two Wheelers with Reference to Cumbum Town, Theni District. |
| 04-03-2017 | ISBN:978-93-84193-81-2 | Hajee Karutha Rowhter Howdai College | Jeyalakshmi Publications | The Role of E-Learning, The Advantages and Disadvantages of its Adoption in Higher Education |
| 11-08-2017 | ISBN:978-93-86712-02-8 | Hajee Karutha Rowhter Howdai College | Jeyalakshmi Publications | Role of Information Technology in Women Empowerment |
| 26-09-2017 | ISBN:978-93-83213-05-4 | Bharathidasan Constituent College | Bharathidasan University, Trichy | Women Entrepreneurship Issues and Challenges |

FDP/Webinar /Colloquium Attended

| Date | Theme | Topic |
|--|--------------|--|
| 12 th September 2020 | FDP | Google Forms and its Application |
| 24 th June 2020 | FDP | Writing Research Grants Application and Intellectual property Right |
| 05 th June 2021 | | Psychology and psychiatry “know” are two different Doors |
| 18 th May 2020 | FDP | Online Faculty Development Programme My Life My Pride My Career |
| 10 th April 2021 | FDP | National Level workshop on Art of writing research paper in Scopus Journals |
| 30 th & 31 st March 2021 | FDP | International Virtual Colloquium Rebooting strategies for post Covid – 19 Business Operations – International Faculty and Student Multi Research |

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|---|--------|---|
| | | Consortium (IFSMRC), Chennai |
| 23 rd to 27 th Aug 2021 | FDP | Compliance of Goods and Service Tax (GST) |
| 04 th July 2020 | FDP | Workshop on GST |
| 09 th June 2020 | FDP | Overview of Intellectual property rights |
| 12 th July 2020 | FDP | Online Quiz on GST |
| 12 th September 2020 | FDP | Google Forms and its Application |
| 24 th June 2020 | FDP | Writing Research Grants Application and Intellectual property Right |
| 05 th June 2021 | FDP | Psychology and psychiatry “koow” are two different Doors |
| 18 th May 2020 | FDP | Online Faculty Development Programme My Life My Pride My Career |
| 22 th Sep to 24 th Sep 2021 | FDP | Three Days National Webinar on woman empowerment through entrepreneurship |
| 18 th Aug to 25 th Aug 2021 | FDP | National level one week FDP entitle “ From Research to Publication” |
| 16 th June 2020 | E-Quiz | E-Quiz on Banking Law & Practices |
| 11 th June 2020 | E-Quiz | E-Quiz on Basic Income TaX |
| 11 th June 2020 | E-Quiz | Online Quiz in Tamil |
| 05 th June 2020 | E-Quiz | National Level E- Quiz on Financial Management |
| 18 th June 2020 | E-Quiz | National Level E-Quiz series on Commerce |