


<b>Profile</b>		
Name	M. MOHAMED ISHAQ	
Designation	Assistant Professor of Commerce	
Date of Appointment	17.06.2009	
Years of service	12	

<b>Academic Qualifications</b>				
Exams Passed	Board / University	Subjects	Year	Division/ grade/ Merit. etc
High school	Matriculation	General	March 1996	I class
Higher secondary or pre-degree	State Board	General	March 1998	I class
Bachelor's degree	University of Madras, Chennai	Commerce	April 2001	II class
Master degree (MBA)	Bharathidasan University, Trichy	Management	April 2003	I class
M.Phil., Degree	Madurai Kamaraj University, Madurai	Management	April 2007	I Class
Master Degree (M.Com)	Madurai Kamaraj University, Madurai	Commerce	April 2009	I Class
NET	University Grants Commission	Commerce	June 2012	Pass
Ph.D.,	Madurai Kamaraj University, Madurai	Commerce	2015	Theses Submitted

### **Membership in Professional Bodies**

Life Member - Indian Commerce Association

Life Member - Indian Accounting Association, Salem Branch

Life Member - Anveshana Educational and Research Foundation, Hyderabad

### **Administrative Responsibilities held**

Coordinator NET/SET Coaching Classes.

NSS Program Officer of Unit No. 114 (2014-15 to 2016-17)

Sub-Committee Member of the NAAC Steering Committee

Member College – Internal Assessment Examination Cell (2010-17)

Director - Media Centre

### **Major/ Minor Projects Details**

<b>Title of the project</b>	<b>Name of the funding agency</b>	<b>Duration</b>	<b>Remarks</b>
Cultivation and Marketing of Mango in Theni District, Tamilnadu	ICSSR	12 Months	Applied as Co-Investigator

### Orientation and Refresher Courses Attended

S. No	Place	Date	Course	Grade
1	ASC, Madurai Kamaraj University , Madurai	07.02.2014 to 06.03.2014	Orientation Course	A
2	ASC, Madurai Kamaraj University , Madurai	27.01.15 to 16.02.2015	Refresher Course	A
3	HRDC- University of Madras, Chennai.	06.09.2017 to 26.9.2017	Refresher Course	A
4	HRDC- AMET University, Chennai.	24.05.2021 to 06.06.2021	FDP (Online)	A
5	Teaching Learning Centre, Ramanujan College, University of Delhi	25.6.2021 to 8.7.2021	Refresher Course (Online)	A+

### Awards Received

#### Details

The Indus Foundation Awards 2017 – Research Excellence Award

ITRS Foundation Awards 2017- Best Young Researcher Award

GRABS AWARDS 2018- Best Researcher Award

CEGR AWARDS 2019 – Award For Exemplary Contribution Towards Education

IARA AWARDS 2019- Best Researcher Award

PARA AWARDS-2020 – Best Professor

GMRAF-Chennai Research Excellence Award 2021, March 2021

### Conferences / Seminars / Workshops Attended

Topic	Seminars /Workshops	Date	Venue
Commerce Research Meet	Workshop	28 <sup>th</sup> Feb. 2009	Hajee Karutha Rowther Howdia College
Customer relationship Management in Banking Sector	Workshop	26 <sup>th</sup> Sep 2014	Mannar Tirumalai naicker college, Madurai.
UGC sponsored State level seminar on Examination Reforms	Seminar	24 <sup>th</sup> March 2010.	Hajee Karutha Rowther Howdia College
Teaching and Learning Pedagogy for faculty	Workshop	30 <sup>th</sup> June, 2018	Hajee Karutha Rowther Howdia College
Ethics Teaching and Research Ethics	Seminar	08 <sup>th</sup> April, 2018	Grabs Educational Charitable Trust
Workshop on Outcome Based Education	Workshop	29 <sup>th</sup> January, 2020	Hajee Karutha Rowther Howdia College & IQAC
Issues and Emerging Challenges in Students Centric Learning	Seminar	13 <sup>th</sup> March, 2021	GMRAF, Chennai.

### Online Conferences/ FDPs/Webinars/Quizzes Attended

S. No	Date	Theme	Topic	Institute
1.	06.05.2020	E-Quiz	Corporate Accounting	Mohamed Satak College of Arts & Science, Kilakarai
2.	04.06.2020	E-Quiz	Online Mock Test for Common Paper - I of NTA(National Testing Agency)NET Exam”	Thiru. Vi. ka. Govt Arts college, Thiruvarur. Department of English,
3.	06.05.2020	E-Quiz	Cost Accounting	Mohamed Satak College of Arts & Science, Kilakarai
4.	06.04.2020	E-Quiz	Income Tax	Mohamed Satak College of Arts & Science, Kilakarai
5.	04.7.2021	International Webinar	Covid-19 Mysterious infection	Department of Chemistry, Hajee Karutha Rowther Howdia College
6.	23.08.2021 27.08.2021	Workshop	Online Five days National level workshop on GST	Sri Ramakrishna College of Arts & Science, Coimbatore
7.	05.07.2021 to 1.07.2021	Online FDP	Life Skills and Wellness during pandemic	HRDC AMET, Chennai
8.	30.07.2021	National Webinar	Efficacy of NEP	Christian Eminent College, Indore
9.	2.8.2021	Webinar	Academic Publishing and Writing	MES Asmabi College, Thrissur, Kerala

10.	6.8.2021	Webinar	Research: Concept to Process	MES Asmabi College, Thrissur, Kerala
11.	15.07.2021	National Webinar	National Education Policy 2020	Telegana Commerce Association
12.	20.08.2021	National Webinar	Intellectual Property Rights	Clara's College of Commerce, Mumbai
13.	24.7.2021	Webinar	Writing and publication of Research Articles	MES Asmabi College, Trissur, Kerala
14.	28.06.2021	Webinar	Interdisciplinary mathematical approaches in engineering and research	Sirte Sagar Group of Institutions
15.	28.7.2021	Webinar	The strive for quality science research application	MES Asmabi College, Thrissur, Kerala
16.	30.7.2021	Webinar	National Webinar on "Blue Print on how to get published"	MES Asmabi College, Trissur, Kerala
17.	12.08.2021	Webinar	The new language of publications	Maratha Vidya Prasarak samaji's College, Maharashtra
18.	25.07.2021	National Webinar	Intellectual Property Rights	Rishi Bankim Chandra Evening College, Naihati, Westbengal
19.	07.08.2021	National Webinar	Indian economy and Banking at crossroads for the future	Kristu Jayanti College, Bangalure
20.	24.07.2021	Workshop	Consumer Protection and Redressal Mechanism in India	AV College of Arts & Science, Hyderabad

**Paper presented in Conferences/Seminars/Workshops/Symposia etc.**

S.No	Topic	National/International	Date	Venue
1.	An Analysis of Brand preference and post-Purchase satisfactions of passenger car owners in Madurai Region	National	MARCH 21	Dr.Zakir Husain College
2.	Issues and emerging challenges and changes in the student centric learning and best innovative practices	National	MARCH 21	Global Multidisciplinary Research & Academic Foundation, Chennai
3.	A study on performance of Women Entrepreneurs in Uthamapalayam Taluk, Theni District, Tamilnadu.	National	24 <sup>th</sup> March 2017	Bharathidasan Government College for Women, Puducherry
4.	Impact of Demonetisation on Economy	International	23 <sup>rd</sup> February 2017	Dr.Zakir Husain College, Ilyangudi
5.	Marketing of Vegetables in Theni District, Tamilnadu	International	August 2016	Osmania University Hyderabad
6.	Role of Women Entrepreneurs in Economic Development	International	July 2016	Primax Foundation, Bangaluru
7.	Marketing Banana in Theni District.	International	January 2016	Sri Venkateswara College of Arts and Science, Peravurani
8.	Smart Way of Education with Special Reference to Commerce Education	National	September 7, 2017	K.C.C. Kodiakanal

9.	Responsiveness of E-Banking in Rural Areas	National	21 <sup>st</sup> January, 2016	H.K.R.H, College, Uthamapalayam.
10.	The Role of Teachers in Higher Education	National	13 <sup>th</sup> & 14 <sup>th</sup> March 2015	M.S. University, Tirunelveli
11.	Consumer Protection in India	National	14 <sup>th</sup> February 2015	Kamadhenu College, Sathyamangalam, Erode
12.	Marketing of cardamom in Kerala	National	17 <sup>th</sup> February 2015	Devanga Arts College, Aruppukottai
13.	Foreign Direct Investment in Retail in India some issues and challenges.	National	8 <sup>th</sup> January 2015	Devanga Arts College, Aruppukottai
14.	Women Empowerment in India- Challenges Ahead	National	22 <sup>nd</sup> January 2015	M.K.University, Madurai.
15.	Foreign Direct Investment in Indian Retail Sector	International	9 <sup>th</sup> September, 2014	H.K.R.H, College, Uthamapalayam.
16.	Global financial crisis and its impact on Indian Economy	National	6 <sup>th</sup> January 2012	MTN College, Madurai
17.	Marketing practices of cardamom in Kerala	International	24 <sup>th</sup> September 2011	S.V. College, Peravurani



18.	Marketing of Banking services	International	24 <sup>th</sup> September 2011	S.V. College, Peravurani
19.	Rural Marketing in India	International	24 <sup>th</sup> September 2011	S.V. College, Peravurani
20.	Economic Reforms in India- Issues and Challenges	National	23 <sup>rd</sup> October 2010	S.V. College, Peravurani
21.	Global financial crisis and Islamic economics	National	20 <sup>th</sup> March 2010	S.V. College, Peravurani

### Articles Published in Edited Books/ Journals (Peer Reviewed/UGC Care List)

S.No	Topic	National /International	Journal	Month/Year
1.	Global financial crisis and Islamic economics	National	S.V. College, Peravurani	20 <sup>th</sup> Mar 2010
2.	Economic Reforms in India- Issues and Challenges	National	S.V. College, Peravurani	23 <sup>rd</sup> Oct 2010
3.	A Study on Consumer usage and Satisfaction regarding LED Bulbs in Cumbum Town-	International	Intercontinental Journal of Marketing Research Review (ICMRR), vol.5 Issue 5 Impact factor 4.311,	May-2011
4.	Marketing practices of cardamom in Kerala	International	S.V. College, Peravurani	24 <sup>th</sup> Sep 2011
5.	Marketing of Banking services	International	S.V. College, Peravurani	24 <sup>th</sup> Sep 2011
6.	Rural Marketing in India	International	S.V. College, Peravurani	24 <sup>th</sup> Sep 2011
7.	Global financial crisis and its impact on Indian Economy	National	MTN College, Madurai	6 <sup>th</sup> Jan 2012
8.	Impact of E-Commerce on Business	National	S.V. College, Peravurani.	15 <sup>th</sup> Sep 2012
9.	Service Sector Growth in India	International Journal	Research Explorer	July- Dec 2013
10.	Foreign Direct Investment in Retail in India Retail Sector	International	Indians Foreign Trade – Opportunities and Challenges, Hajee Karutha Rowther Howdia college, Research Department of Commerce	Sep 2014

11.	Rural Marketing in India	International Journal	IJMSD	Jan-2015
12.	Foreign Direct Investment in Retail in India some issues and challenges.	National	Devanga Arts College, Aruppukottai	8 <sup>th</sup> Jan 2015
13.	Women Empowerment in India- Challenges Ahead	National	M.K.University, Madurai.	22 <sup>nd</sup> Jan 2015
14.	Women Empowerment in India- Challenges Ahead	National	Edited Book	Jan-2015
15.	Consumer Protection in India	National	Kamadhenu College, Sathya mangalam, Erode	14 <sup>th</sup> Feb 2015
16.	Marketing of cardamom in Kerala	National	Devanga Arts College, Aruppukottai	17 <sup>th</sup> Feb 2015
17.	Significance of rural market and rural marketing in India	National	Edited book /New horizonsin corporate management	Feb-2015
18.	The Role of Teachers in Education	National	Education for clean & Green India, Department of education Manonmaniam Sundaranar university	Mar-2015
19.	The Role of Teachers in Higher Education	National	M.S. University, Tirunelveli	13 <sup>th</sup> & 14 <sup>th</sup> Mar 2015
20.	Labour welfare measures in L.S.Mills Limited Theni, Tamilnadu, India.	International journal	IJCCR	May-2015
21.	Cultivation and Marketing of Groundnut in Vaithur Block, Pudukkottai District	International	(IJRSR) (Impact factor 5.971) volume 4 issue 2 ISSN 2321-3280	May-August 2015
22.	Costs and Returns of Cardamom Cultivation in Idukki District, Kerala	International	Edited Book Jaffna University, Srilanka	Jun-2015
23.	Workers participation in Management in L.S. Mills Limited Theni	National	Edited book – Vergal Publication Tamil Nadu	Jul-2015

24.	Marketing Banana in Theni District.	International	Sri Venkateswara College of Arts and Science, Peravurani	Jan 2016
25.	Role of Service Sectors in India's growth	International	EIJFMR, vol. II special issue II,	Jan-2016
26.	A Study On Performance Of Women Entrepreneurs In Uthamapalayam Taluk, Theni District, Tamilnadu	International	(IJRSR) (impact factor 5.971)	Jun-2016
27.	Production and Marketing of Vegetables in Theni District, Tamilnadu	International	Intercontinental Journal of Marketing Research Review (ICMRR), vol.4 Issue 6 Impact factor 1.590	June-2016
28.	Women Empowerment in India – Issues and Challenges	National	Edited Book	Mar-2016
29.	Role of Women Entrepreneurs in Economic Development	International	Primax Foundation, Bangaluru	July 2016
30.	Customer satisfaction of Airtel cellular service in Cumbum town, Theni district, Tamilnadu	International	IJRCM Vol.6.issue 7	Jul-2016
31.	A Study on Cultivation and Marketing of Groundnut in Theni District-	International	Primax International Journal of Marketing (PIJM) Speical Issue, Impact factor 3.532	Jul-2016
32.	Marketing of Vegetables in Theni District, Tamilnadu	International	Osmania University Hyderabad	Aug - 2016
33.	Marketing of Vegetabbles in Theni District	International	Osmania University, Hyderabad	Nov - 2016
34.	Smart Way of Education With Reference to Commerce Education	National	National conference on smart cities & smart village A Mission to transform the nation Held on KCC	Sep-2016

35.	A Study on Customer Preference towards the cell phone brands and services with reference to Cumbum town, Theni District, Tamilnadu-	International	(ICMRR), vol.4 Issue 8 Intercontinental Impact factor 1.590,	Aug-2016
36.	Marketing of Mango in Theni District- Imperial Journal of Interdisciplinary Research	International	Imperial Journal of Interdisciplinary Research- Vol.2, Issue 10, Impact factor 3.7.	Aug-2016
37.	A Study on employee welfare measures and the level of employee's satisfaction with reference to Bojaraj Textile Mills, Theni.	International	International Journal of Management & Social Science Research Review (IJMSRR) Vol.1, ISSN 2349-6738 Issue-27, Impact factor 3.996	Sep -2016
38.	A Study on Consumer Usage and Satisfaction regarding Lenovo Laptop in Chinnamanur Town, Intercontinental Journal of Marketing Research Review (ICMRR), vol.4 Issue 9 Impact factor 1.590,	International	Intercontinental Journal of Marketing Research Review (ICMRR), vol.4 Issue 9 Impact factor 1.590	Sep-2016
39.	A Study on investors opinion regarding mutual fund investment in Cumbum town, Theni District, Tamilnadu –	International	International Journal of Commerce and management (IJCMR) Vol.2, Issue 9 RJ impact factor 5.22,	Sep-2016
40.	A Study on Customer Satisfaction towards Bajaj Two Wheelers with reference to Cumbum Town, Theni District,	International	International Journal of Recent Advances in Multidisciplinary Research (IJRAMR), Vol.3 Issue 10, Impact factor 3.95	Oct-2016
41.	A Study on brand image with special reference to Aavin Milk in Theni Town	International	International Journal of Research in Social Sciences (IJRSS) Vol.6, Issue 11 Impact factor 7.081, November 2016	Nov-2016
42.	Responsiveness of E-banking in Rural Areas with Special Reference to Uthamapalayam Taluk	National	Edited / UGC Sponsored National level seminar on 'e-Banking in rural Economy recent trends and development	Jan -2016

43.	A Study on brand awareness on premium branded fuel at Bharath petroleum Corporations ltd in cumbum town	International	International Journal of marketing research review ISSN 2321-0346 Impact Factor Valuem 4, Issue 8	Aug - 2016
44.	Corporate social responsibility in India -	National	A Collection of Selected Research articles on Commerce & Management (A Guide to Researchers) ISBN 978-93-83212-05-4	
45.	A Study on Consumer usage and Satisfaction regarding Sakthi Masala in Chinnamanur Town	National	Edited	2016
46.	A study on consumer preference of different brands of shampoo with reference to Cumbum town, Theni district, Tamilnadu	International	IJESC, Vol.6 issue8	2016
47.	Women Empowerment in India	National	Edited	2016
48.	A study on customer satisfaction towards Bajaj two wheelers with reference to Cumbum town, Theni District	International	International Journal of Recent Advances in Multidisciplinary Research (IJRAMR) UGC - ISSN -2350-0743	2016
49.	A Study on investors opinion regarding mutual fund investment in Cumbum town, Theni District, Tamilnadu	International	International Journal of Commerce and management (IJCMR) UGC47932 ISSN - 1056-9219	Sep -2016
50.	A Study on brand image with special reference to Aavin Milk in Theni Town	International	International Journal of Research in Social Sciences (IJRSS) others, ISSN -2249-2496	2016
51.	A Study on Customer Satisfaction of Honda Bikes With Reference to Chinnamanur Town, Theni District,	International	International Journal of Advanced Research (IJAR, Int. J. Adv. Res. 5(1), 1226-1232)	Jan-2017
52.	A Study on Brand Preference of Mineral Water in Cumbum Town,	International	International Journal of Current Research, SJIF Scientific Journal Impact Factor 2016: 7.086,	Jan-2017

53.	A Study on Customers' Satisfaction of Airtel Mobile Phone Services in Theni District, Tamil Nadu	International	Imperial Journal of Interdisciplinary Research, Vol.3 Issue.1 impact factor 3.7,	Jan-2017
54.	Impact of Demonetisation on Economy	International	Dr.Zakir Husain College, Ilyangudi	23 <sup>rd</sup> Feb 2017
55.	Digital India Challenges ahead	National	Edited Book	Feb-2017
56.	A study on performance of Women Entrepreneurs in Uthamapalayam Taluk, Theni District, Tamilnadu.	National	Bharathidasan Government College for Women, Pondicherry	24 <sup>th</sup> Mar 2017
57.	A Study on performance of Women entrepreneurs in Uthamapalayam Taluk	National	Edited Book	Mar-2017
58.	A study on Customer Satisfaction of Idhayam Gingerly Oil in Cumbum Town,	National	Selp Journal of Social Science, Vol. VIII, Issue 32, impact factor 2.75,	April – June 2017
59.	A Study on Consumer usage and Satisfaction regarding Sakthi Masala in Chinnamanur Town-	International	Intercontinental Journal of Marketing Research Review (ICMRR), vol.5 Issue 5 Impact factor 4.311,	May-2017
60.	Workers participation in management in LS mills limited, Theni	International	Shanlax International journal of commerce UGC Approval No: 63185 - ISSN -2320-4168	2017
61.	Status of Higher Education in India-an overview	National	SELP Journal of Social Science UGC Approved Journal (46622) - ISSN - 0975-9999	2017
62.	Smart way of Education with reference to commerce Education	International	Shanlax International Journal of Management UGC Approval No: 44120 - ISSN -2320-4168	2017
63.	Retail marketing in the new Millennium: Emerging Issues & Trends	International	International Journal of creative research thoughts UGC Approved Journal No: 49023- ISSN -2320-2882	2017
64.	Promoting small and Medium enterprises for sustainable development	National	Research Explorer UGC Approved Journal No: 63185- ISSN -2250-1940	2017

65.	Customer satisfaction of Airtel cellular service in Chinamanur Town, in theni district	National	Research Explorer UGC Approved Journal No: 63185 - ISSN -2250-1940	2017
66.	Cultivation Practices of cardamom in Kerala	National	SELP Journal of Social Science UGC Approved Journal (46622) - ISSN - 0975-9999	2017
67.	Cultivation and Marketing Practices of Cardamom in Kerala	International	Shanlax International journal of commerce UGC Approval No: 44120-ISSN -2320-4168	2017
68.	Cardamom production and marketing in Kerala	International	Shanlax International journal of commerce UGC Approval No: 44120 ISSN -2320-4168	2017
69.	Automobile population growth in India- An Analysis across select states	International	International Journal of creative research thought UGC Approved Journal No: 49023 -ISSN -23202882	2017
70.	A study on consumer usage and satisfaction regarding Lenovo laptop in Cumbum town, Theni District	International	International Journal of creative research thoughts UGC Approved Journal No: 49023 - ISSN -2320-2882	2017
71.	A Study on brand image with special reference to Aavin Milk in Theni Town	International	Shanlax International journal of commerce UGC Approval No: 44120 - ISSN -2320-4168	2017
72.	Production and Marketing of Cardamom in kerala	International	An International Journal of Emerging Technologies and Innovation Research ISSN 2349 – 5162 volume 5 issue 12, December- 2018	2018
73.	Impact of human resource management	International	The International Journal Of Analytical And Experimental Modal Analysis UGC-CARE Group 'II' Journals list -Serial No. 36272- ISSN - 0886-9367	2019
74.	Cost and Returns of Cardamom Cultivation in Idukki District , Kerala, India	International	International Journal of Analytical and Experimental Modal Analysis UGC-CARE Group 'II' Journals list -Serial No. 36272 -ISSN -0886-9369	Nov-2019
75.	Brand Preference Of Mineral Water In	International	The International Journal Of	Jan 2020



	Cumbum Town		Analytical And Experimental Modal Analysis UGC-CARE Group 'II' Journals list -Serial No. 36272 -ISSN -0886-9369	
76.	Islamic Banking System	International	The International journal of analytical and experimental modal analysis Volume XII, Issue II, February/2020 ISSN NO: 0886-9367	Feb -2020
77.	Automobile population growth in India-an Analysis across select states			
78.	Women Empowerment and Economic Development	International	The international Journal of Analytical and Experimental Modal analysis, Volume XII, Issue IV	April - 2020
79.	Rural Marketing in India	International	The International journal of analytical and experimental modal analysis Volume XII, Issue II, February/2020 ISSN NO: 0886-9367	April- 2020
80.	Importance of E-Commerce In India	International	The International journal of analytical and experimental modal analysis Volume XII, Issue II, February/2020 ISSN NO: 0886-9367	April- 2020
81.	Rural Marketing in India	International	The International journal of Management and social Development ( A Double – Blind Peer Reviewed Monthly Journal)	April- 2020
82.	AN ANALYSIS OF BRAND PREFERENCE AND POST-PURCHASE SATISFACTIONS OF PASSENGER CAR OWNERS IN MADURAI REGION	WESLEYAN JOURNAL OF RESEARCH	Volume,14 No.1 (VI) UGC Care list (Printed Version)	2021