

Name : Dr.V.Muthukumar
Designation: Assistant Professor



Education

- ☞ UG – B.Com (2003-2006) Pope’s college, Sawyerpuram, Thoothukudi, Manonmaniam Sundaranar University, Tirunelveli
- ☞ PG - M.Com(2006-2008) St.Xavier’s College (Autonomous),Palayamkottai, Manonmaniam Sundaranar University, Tirunelveli
- ☞ M.Phil–M.Phil(2008-2009)St.Xavier’s,College(Autonomous),Palayamkottai, Manonmaniam Sundaranar University, Tirunelveli
- ☞ Ph.D - (June 2014) Manonmaniam Sundaranar University, Tirunelveli.
- ☞ NET - UGC - NET (June 2010) JRF and Lectureship

Email id: vmuthukumar@mcc.edu.in

Highlights

Featured Publication:

Tax Payers Behaviour in Bangalore City, International Journal of Multidisciplinary Research Review, Vol I, Issue 5, I.F. 2.262, ISSN 2395-1877

Labour Intensive Goods a Key to Succeed in European Union Markets, International Journal of Multidisciplinary Research Review, Vol I, Issue 7, I.F. 2.262, ISSN 2395-1885

Organisational climate in Tamilnadu State Transport Corporation, Review of Research, ISSN 2249-894X ,UGC Indexed

IT Professionals Perception towards Investments in E-Gold in Bangalore City, ANVESAK, ISSN : 0378 – 4568

Foreign Direct Investments In Indian Medicinal And Pharmaceutical Industries, Natural Volatiles and Essential Oils, E ISSN -2148-9637.

Positions:

Programme Officer – National Service Scheme

Prominent Recognitions:

- ❖ Member – B.Com Board of Studies Manonmaniam Sundaranar University, Tirunelveli.
- ❖ Member – Board of Studies Pope’s College Sawyerpuram, Thoothukudi
- ❖ Member – Board of Studies KLE Lingaraj College, Belgaum, Karnataka

Brief Bio of 200 words containing the following items

a. Courses being taught by the faculty:

Business Statistics and Operation Research, Advanced Corporate Accounting, Computerised Accounting, Quantitative Techniques, Strategic Marketing.

b. Research Projects / Publication (Recent ones)

Tax Payers Behaviour in Bangalore City, International Journal of Multidisciplinary Research Review, Vol I, Issue 5, I.F. 2.262, ISSN 2395-1877

Labour Intensive Goods a Key to Succeed in European Union Markets, International Journal of Multidisciplinary Research Review, Vol I, Issue 7, I.F. 2.262, ISSN 2395-1885

A case Study Analysis of Selected Microfinance Institutions in India, Adarsh Business Review, Vol 2, Issue 2, ISSN 2394-4250

Women Empowerment Through Micro small and Medium Enterprises, PEZZOTTAITE JOURNALS, Volume 4, Number 4, October – December' 2015 ISSN (Print):2279-0934, (Online):2279-0942

Goods and Services Tax An analytical study an analytical study on the effectiveness in India with Special reference to Bangalore, International Research Journal of Commerce and Law, UGC Indexed

A study on Entrepreneurial mindset and skills among Undergraduates students in Bangalore with Reference to KristuJayanti College, International Journal of Business and Administration Research Review, ISSN 2347-856X

A study on attitude of customers towards online shopping in Bangalore with Reference to K.Narayanapura, International Journal of Multidisciplinary Research Review, Vol I, Issue 7, ISSN 2395-1885

A study on impact of demonetization in real estate with Special Reference to Bengaluru, International Journal of Management and Social Science Research Review, ISSN 2349-6746

Trade Specialisation An Encounter To International Trade Threats, International Journal of Economics commerce and management, ISSN 2348-4969, UGC Indexed

Organisational climate in Tamilnadu State Transport Corporation, Review of Research, ISSN 2249-894X ,UGC Indexed

IT Professionals Perception towards Investments in E-Gold in Bangalore City, ANVESAK, ISSN : 0378 – 4568

Foreign Direct Investments In Indian Medicinal And Pharmaceutical Industries, Natural Volatiles and Essential Oils, E ISSN -2148-9637.

c. Ph.D Guideship

Under Guidance - 04

Internal Page with complete CV with following items

1. Name: Dr.V.Muthukumar
2. Education

PhD (June 2014) Manonmaniam Sundaranar University, Tirunelveli.

UGC - NET (June 2010) JRF and Lectureship

M. Phil (2008-2009) St.Xavier's,College(Autonomous),Palayamkottai, Manonmaniam Sundaranar University, Tirunelveli

M.Com(2006-2008) St.Xavier's College (Autonomous),Palayamkottai, Manonmaniam Sundaranar University, Tirunelveli

B.Com (2003-2006) Pope's college, Sawyerpuram, Thoothukudi, Manonmaniam Sundaranar University, Tirunelveli

3. Publications:

Editorial

Service Sectors in India- Issues Challenges and Opportunities, ABS –Books – New Delhi, 2019 & 978-93-86088-50-5

Articles in Journals

Tax Payers Behaviour in Bangalore City, International Journal of Multidisciplinary Research Review, Vol I, Issue 5, I.F. 2.262, ISSN 2395-1877

Labour Intensive Goods a Key to Succeed in European Union Markets, International Journal of Multidisciplinary Research Review, Vol I, Issue 7, I.F. 2.262, ISSN 2395-1885

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Trade Specialisation An Encounter To International Trade Threats, International Journal of Economics commerce and management, ISSN 2348-4969, UGC Indexed

Organisational climate in Tamilnadu State Transport Corporation, Review of Research, ISSN 2249-894X ,UGC Indexed

IT Professionals Perception towards Investments in E-Gold in Bangalore City, ANVESAK, ISSN : 0378 – 4568

Foreign Direct Investments In Indian Medicinal And Pharmaceutical Industries, Natural Volatiles and Essential Oils, E ISSN -2148-9637.

Paper publication in Conference/Seminar Proceedings

Women Empowerment through Micro Enterprises, Inclusive Growth in India An Emphasis on Financial and social inclusion, Women's Christian college, Chennai.

An analysis of Social Responsibility of Commercial Banks in Tirunelveli District, Ethics in Business and Corporate Governance” organized by Annamalai University

An Analysis of Consumption of Indian Labour Intensive Goods in the EU Market, Global Changes and sustainable consumption – Issues and Challenges, organized by Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli.

Indian Labour Intensive goods in the world market (with special reference to European Union), Innovative marketing trends issues and challenges” organized by Department of Commerce, Faculty of Science and Humanities, SRM University.

Indian Labour Intensive goods in the EU Market, Emerging challenges of business, Department of Business Administration, SRM University

Reaching the Unreached through Branchless Banking, Emerging Dimensions of Banking sector in the Global Scenario, organized by Department of Commerce, Manonmaniam Sundaranar University.

Eco Tourism in Western Ghats, Corporate and Business Response to Climate Change – From Awareness to Adoption ‘Transcending the Boundaries’, Periyar University Salem

Indian Labour Intensive Goods a Key to succeed in European union markets, Emerging Strategies to sustain global competition- CB Bandari Jain College, Bangalore

4. Research Interests (Specialisations)

- ❖ Accounting
- ❖ Taxation
- ❖ Finance
- ❖ International Business

5. Courses taught (UG & PG for the past 5 years)

Business Statistics and Operation Research, Advanced Corporate Accounting, Computerised Accounting, Quantitative Techniques, Strategic Marketing, Income Tax Law and Practice, Taxation and Tax Planning, Services Marketing, Entrepreneurship and Business Development, Business Economics and Finance, Corporate Accounting, Special Accounts, Cost Accounting.

6. Awards : Nil

7. Presentations:

International Conferences / Seminars

- ❖ “Challenges of Globalisation of Accounting Standards” – XXXIII All India Accounting and International Seminar on Accounting Education and Research, Jointly organized by Department of Commerce, University of Kerala and Indian Accounting Association held at University of Kerala.
- ❖ “Reaching the Unreached through Branchless Banking”, International Conference on Emerging Dimensions of Banking sector in the Global Scenario, organized by Department of Commerce, Manonmaniam Sundaranar University.
- ❖ Eco Tourism in Western Ghats of Tirunelveli District of TamilNadu, International Conference on corporate and Business Response to Climate Change – From Awareness to Adoption ‘Transcending the Boundaries’, organized by Department of commerce, Periyar University, Salem.
- ❖ “Trade Specialisation – An Encounter to International trade threats” International Conference on Risk Management through financial and commodity markets, organized by PG department of Commerce, KristuJayanti College, Bangalore.
- ❖ Organisational Climate in TamilNadu State Transport Corporation, International Conference on Human Resource Excellence in the current scenario, organized by Department of Commerce, SRM University Chennai.
- ❖ Trade Specialisation an encounter to international trade threats , International Conference on Indian Economy towards inclusive growth and sustainable development – Emerging trends Issues and challenges organized by KristuJayanti College Bangalore.
- ❖ A study on eco tourism in Western Ghats of Tirunelveli district, International Conference on Wellness Eco system for Millennial Business organized by KristuJayanti College Bangalore.

National Conferences/Seminars

- ❖ “ CRM in Banking Industry in Tirunelveli Corporation Area” National Level conference on CRM : New challenges for Indian Industries, Organised by Commerce wing DDE, Annamalai University, Chidambaram.
- ❖ “India the second most sought after retailing destination in the world”, National seminar on FDI in Indian Retailing a comparison to other Markets, organised by the Department of Business Administration St.Xavier’s college Palayamkottai.
- ❖ “Role of FDI in India”, National seminar on FDI in Indian Retailing a comparison to other Markets, organised by the Department of Business Administration St.Xavier’s college Palayamkottai.
- ❖ “Impact of Financial Crisis on Foreign Direct Investment in the World”, National Seminar on Management Strategies to overcome the Economic Melt Down, organised by the department of Management studies Francis Xavier Engineering College Tirunelveli.
- ❖ “Impact of Globalisation on small enterprises in India” National seminar on Entrepreneurship key for Sustained Economic Environment, organised by the Department of Commerce St.Xavier’s college Palayamkottai.

- ❖ “Strategies for Development of Entrepreneurship” National seminar on Entrepreneurship key for Sustained Economic Environment, organised by the Department of Commerce St.Xavier’s college Palayamkottai.
- ❖ “Growth of Small Enterprises in India” National seminar on Entrepreneurship key for Sustained Economic Environment, organised by the Department of Commerce St.Xavier’s college Palayamkottai.
- ❖ Global Financial Crisis – Implications for India ,Organised by Department of Commerce, Manonmaniam Sundaranr University.
- ❖ “Effects of Globalisation on Small Enterprises in India”, National seminar on “ Welfare Impact of Globalisation”, organised by the Department of Economics, Government Arts and Science college, Musiri.
- ❖ “ E-Banking – A paradigm shift”, National seminar on Banking Innovation and Customer Enrichment, organised by the Department of Commerce, Periyar University, Salem.
- ❖ “Banking Innovations and value Added services”, National seminar on Banking Innovation and Customer Enrichment, organised by the Department of commerce, Periyar University, Salem.
- ❖ “Women Empowerment through Micro Enterprises”, National Seminar on “Inclusive Growth in India An Emphasis on Financial and social inclusion”, Organised by Department of Commerce, Women’s Christian College Chennai.
- ❖ “Social Obligations of Business in Tirnelveli”, National seminar on Financial Inclusion and Co-operative Banks –Emerging Growth Models, Organised by Department of Commerce, Kerala University, Trivandrum.
- ❖ “IFRS and Corporate Governance” National Seminar organized by St.Mary’s College, Thoothukudi.
- ❖ An analysis of Social Responsibility of Commercial Banks in Tirunelveli District, National Conference on “Ethics in Business and Corporate Governance” organized by Annamalai University
- ❖ Reaching the Unreached through BCs. – National seminar on Financial Inclusion and Co-operative Banks –Emerging Growth Models, Organised by Department of Commerce, University of Kerala.
- ❖ “Impact of IFRS on Corporate Governance”, 64th All India Commerce Conference organized by Indian Commerce Association held at Pondicherry University.
- ❖ “CRM in Insurance Sector”, National level Seminar on Innovations in Management organized by Department of Business Administration, Bharath College of Science and management, Thanjavur.
- ❖ “An Analysis of Consumption of Indian Labour Intensive Goods in the EU Market” National Seminar on Global Changes and sustainable consumption – Issues and Challenges, organized by Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli.
- ❖ “Indian Labour Intensive goods in the world market (with special reference to European Union)”, National conference on “Innovative marketing trends issues and challenges” organized by Department of Commerce, Faculty of Science and Humanities, SRM University.

- ❖ “Indian Labour Intensive goods in the EU Market”, National conference organized by Department of Business Administration, Faculty of Science and Humanities, SRM University.
- ❖ Indian Labour Intensive Goods a Key to succeed in European union markets, National Conference on Emerging Strategies to sustain global competition- CB Bandari Jain College, Bangalore

State level Seminars

- “India the second most destination for retailing”, State level seminar on Emerging trends in Indian Retail Trade, organised by the Department of Commerce, SadakkathullahAppa College, Tirunelveli.
- “Challenges and opportunities for Retailing in india”, State level seminar on Emerging trends in Indian Retail Trade, organised by the Department of Commerce, SadakkathullahAppa College, Tirunelveli.
- “Growth of Retailing Industry in India”, State level seminar on Emerging trends in Indian Retail Trade, organised by the Department of Commerce, SadakkathullahAppa College, Tirunelveli.

8. Resource Persons:

Resource Person - Workshop on Project writing, organized by Sri Sankarabaghavathi Arts and science college, Kommadikottai

Resource Person - CASCON Fest, organized by Malanghara Catholic Christian college

Resource Person - Workshop on NET SET Training, organized by Manonmaniam Sundaranar University

Resource Person - National Seminar on Emerging trends in Business in the global scenario, organized by Nanjil Catholic college of arts and science, kaliakkavilai

Resource Person - Workshop on SET Examinations, organized by GVN College Kovilpatti.

Chair Person - Faculty Seminar Series, organized by Presidency College, Bangalore

Chair Person - International conference on Business Research, organized by SRM University Chennai

Resource Person - National seminar on digital economy, organized by Auxillium College Vellore

Resource Person - International Taxation, Reforms in Indian Taxation, organized by Pope’s College Sawyerpuram

Resource Person - FDP on MOOC, organized by GVN CollegeKovilpatti

Resource Person - Talk on Goods and Services Tax, organized by SFS College Bangalore

Panel Member - Budget 2019, Budget Conclave 2019, organized by Christ College of science and management

Resource Person - Workshop on Research Methodology and Data Analysis using SPSS, organized by Pasumpon MuthuramalingaThever College

Resource Person - Workshop on NET examination Research and Teaching Aptitude, organized by Christ Academy, Bangalore

Resource Person – 7 Days Online FDP on Social Science Research, Organised by GVN College Kovilpatti

Resource Person - International Conference on Mobilising Advanced Strategic Knowledge on 27th March 2023, organised by Department of Commerce, SRM IST, Ramapuram

Resource Person - National Seminar on Cognizance and Repurcussions of Social Media Marketing in Current Scenario on 3rd Feb 2023 organised by Department of Commerce (SSC) St.Mary's College, Thoothukudi.

Resource Person – One day State Level Seminar on “Emotional Intelligence” organized the Department of Commerce, Sarah Tucker College, Palayamkottai on 05.01.2024.

Resource Person – International Conference on Entrepreneurship and Start up culture: Nurturing Innovation and Growth organized by Department of Commerce, Don Bosco College Keela Eral, Thoothukudi.

9. Administrative Positions:

Programme Officer – National Service Scheme