

RESUME

Name :DR.A.THANGARAJA
Department : Commerce
Designation :Assistant Professor
Category : Aided
Phone No : 9489107210
Email Id :thangaraja52@gmail.com
Date of Birth :05/02/1986
Date of Joining :25/10/2020
Date of Retirement :28/02/2046



Qualification:

Sr.	Category	Name of the Degree	Specialization	Year of Passing	Name of the College/University	% of Marks / Grades Obtained	Class Obtained
1	UG	B.Com	Commerce	2006	Ambai Arts College, Ambasamudrum	51.48%	II
2	PG	M.Com	Commerce	2008	St John's College, Palayamkottai	59.65%	II
3	M.Phil	M.Phil	Commerce	2009	St Xavier's College, Palayamkottai	58.48%	II
4	Ph.D	Ph.D	Commerce	2015	Manonmaniam Sundarnar University, Tirunelveli.	-	-

Academic Experience:

Name of the College	Whether Aided/SF	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
C.S.I Jayaraj Jayaraj Annapackiam College, Nallur Tenkasi District	SF	Assistant Professor	27/01/2009	24/09/2020	11	7	28
Kamaraj College, Tuticorin	Aided	Assistant Professor	25/09/2020	Till Date	-	9	-
				Total	11	16	28

Number of Ph.D scholars registered:

Sr.	Name of the Scholar	Register Number	Year of Registration	Name of the University
1	A.Vaijeyanthi	19211041012010	August 2019	Manonmaniam Sundarnar University, Tirunelveli.
2	T.Mani Vannan	19221041011002	July 2019	Manonmaniam Sundarnar University, Tirunelveli.
3	A.Rathnakumar	19221041271008	July 2019	Manonmaniam Sundarnar University, Tirunelveli.

Papers Published:

Sr.	Name of the Author	Title of the Paper	Name of the Journal	Year	Vol. No. Issue No.	Page No	Impact of Factor
1	Dr.V.Bharathi & A.Thangaraja	Challenges and Strategies of Global Branding in Indian Market	Global Trade Vision -2020	March -2013		136-140	ISBN 978-93-80530-54-3.
2	Dr.V.Bharathi & A.Thangaraja	A study on consumer's Attitude Towards Package Drinking Water in Ambasamudram	Mano journal of Business Research	June-2013	Volume 6	18-29	ISSN: 0976-7207
3	Dr.V.Bharathi & A.Thangaraja	Reason for Slow Progress of Women Entrepreneurship in India	Women Entrepreneurship Issues & Challenges.	July 2013		144-146	ISBN: 978-81-925376-0-5
4	Dr.A.Thangaraja & A.Sivakumar	A study on impact of micro finance on rural women entrepreneurship with reference to tirunelveli	Digital Banking : Paradigm, Practices, Problems & Prospects	27, January 2017.		145-147	ISBN 978-93-86176-70-7
5	Dr.A.Thangaraja & Dr.P.Devi	A study on Customer Satisfaction towards Debit card Services Provided Bank with Special Reference to Alangulam Taluk	Digital Banking : Paradigm, Practices, Problems & Prospects	27, January 2017.		60-62	ISBN 978-93-86176-70-7
6	Dr.A.Thangaraja	A Study – MSME with Special Reference to Southern Area of Chennai	International Journal of Research and Analytical	5 th September 2018	Issue: II	271-283	Impact Factor- 5.75

			Reviews				ISSN 2348-1269
7	Dr.A.Thangar aja & A.Vaijeyanthi	Organizational Management	Strategic Human Resource Management – A Global Perspective	13 th Septe mber 2019		262- 268	ISBN – 978-93- 89146-72- 1
8	Dr.A.Thangar aja & A.Vaijeyanthi	Recent Trends In Marketing Strategy In Tamilnad Mercantile Bank Ltd.,	digital innovation- A Transformati on Tools for Economic Growth,	Octob er/201 9	Volum e XI, Issue: X	275- 281	ISSN NO ; 0886-9367
9	Dr.A.Thangar aja & A.Vaijeyanthi	Customer Satisfaction Towards Mobile Banking Services Reference to Tamilnad Mercantile Bank Ltd., in Tenkasi Taluk	Think India Journal	Nove mber - 2019	Vol- 22- issue- 10	3325- 3333	ISSN: 0971-1260
10	Dr.A.Thangar aja & A.Vaijeyanthi	E-Banking Products And Services	Multidiscipli nary Research in Global Challenges And Perspectives of Sustainable Development	21 st Decem ber 2019	Volum e:2	206- 214	ISBN- 978-81- 934604-5- 0
11	Dr.A.Thangar aja & A.Vaijeyanthi	Banking Business in India	Indian Business and Economic Transitions in the Global Scenario			112- 117	ISBN:978- 81- 942482-4- 8
12	Dr.A.Thangar aja & A.Vaijeyanthi	Impact of E- Banking services offered by Tamilnad Mercantile Bank Limited in Alangulam Taluk	Journal of Modern Thamizh Research	27 march 2021	Special Issue	751- 756	ISSN:2321 -984X
13	Dr.A.Thangar aja & T.Mani Vannan	A Study on Consumers Behavior Towards Organic Food Product in Tirunelveli District	Journal of Modern Thamizh Research	27 march 2021	Special Issue	380- 387	ISSN:2321 -984X

14	Dr.A.Thangaraja & A.Vaijeyanth	Customer Satisfaction on Service Quality ofb Tamilnad Mercantile Bank Limited in Tenkasi Taluk	Wesleyan Journal Of Research	17 th Feb 2021	Vol:14 , No I(III)	49-53	Impact Factor:6.7 ISSN: 0975-1386
15	Dr.A.Thangaraja & A.Vaijeyanth	A Study on Customer Attitude Towards ATM Cardholders of Tamilnad Mercantile Bank Limited In Tenkasi Taluk	Kala: Journal Of Indian Art History Congress	13 th January 2021	Volume: 26 No.2(XII)		Impact Factor:6.1 25 ISSN: 0975 - 7945

Conference / Seminar / Workshop / Orientation Course / Symposia / Training Programme Attended:

Sr.	Theme	Place	International / National / State Level	Year	Resource Person / Paper Presentation / Participation
1	“Emerging entrepreneurial strategies for self employment and skill development”	Scott Christian College, Nagercoil	National	12 th & 13 th December 2008	Participation
2	“Entrepreneurship – Key for Sustained Economic Empowerment”	St Xavier’s College, Palayamkottai	National	12 th &13 th December 2008.	Participation
3	YRC Programme Officers	ManonmaniamSundarnar University, Tirunelveli	Workshop	08 September 2010	Participation
4	YRC Programme Officers	ManonmaniamSundarnar University, Tirunelveli	Workshop	28 july 2011	Participation
5	Global Trade Vision -2020	Sri.Kaliswari college, Sivakasi	International	20 & 21 st march 2012	Presentation / 6Participation
6	A Study on Consumer’s Attitude towards Packaged Drinking Water in Tirunelveli District	ManonmaniamSundarnar University, Tirunelveli	Symposia	30& 31 August 2013.	Presentation / Participation

7	Effective communication role of SPSS in Research & Towards Excellence	CSI JayarajAnnapackiam College, Nallur	State Level	27 th September 2016	Participation
8	The Art of Teaching Effectively in Colleges''	CSI JayarajAnnapackiam College, Nallur on	Orientation Course	24,25&26 November,2016	Participation
9	Digital Banking : Paradigm, Practices, Problems & Prospects	St.John's college Palayamkotai	National	27, January 2017	Presentation / Participation
10	The Achievements of Indian Entrepreneurs and Product Adaptation in the Indian Markets''	CSI Jayaraj Annapackiam College, Nallur	State Level	24March/2017	Participation
11	programme for research supervisor	ManonmaniamSundarnar University, Tirunelveli	orientation programme	1 St November 2017	Participation
12	Companies Act, 2013- Structural Reformation You need to know''	ManonmaniamSundarnar University, Tirunelveli	National Workshop	03August2018	Participation
13	Application Of MS Excel., VBA&Cloud Accounting Tools''	ManonmaniamSundarnar University, Tirunelveli	National Workshop	07 &08 September 2018	Participation
14	Analytical Reviews – International conference on Perspective of Global Human Resources	St.John's College, Palayamkottai	International	5 th Sep 2018	Presentation / Participation
15	Effective Scaffolding''	CSI JayarajAnnapackiam College, Nallur	orientation programme	17 October 2018	Participation
16	Curriculum for sustainable and Societal Development (ICCSSD 2019)''	ManonmaniamSundarnar University, Tirunelveli	International Conference	30 & 31 March 2019	Participation

17	“E- Banking Products And Services’”	St’Jerome’ College, Nagercoil-	national seminar	21 st December 2019	Presentation / Participation
18	Urbanization, Urban Poverty and Rural- Urban Migration	Kamaraj College, Thoothukudi	national seminar	27 march 2021	Presentation / Participation
19	Application of SPSS in Social Science Research	Kamaraj College, Thoothukudi	Workshop	13 th ,20 th ,&27 th March 2021	Participation
20	Service Sector In India: Marketing New Avenues in Indian Economy	Jamal Mohamed College, Tiruchirappalli	International Seminar	13 th January 2021	Participation
21	Advancement in Business in The Digital ERA 2021	Jamal Mohamed College, Tiruchirappalli	International Conference	17 th Feb 2021	Participation

Other Relevant Information:

It is certified that all the information provided are true to the best of my knowledge.

(Endorsement by the Principal)