



Dr.C.VETHIRAJAN
Professor

Contact

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Academic Qualifications: M.Com., MBA., M.Phil., Ph.D., PGDCA., PGDFM., PGDMM.

Qualified : UGC – NET (Dec 1991)

Teaching Experience : 22 Years

Research Experience : 18 Years

Additional Responsibilities

1. Equal Opportunities Cell - Co-ordinator
2. Practical Training – Co ordinator

Areas of Research

1. Corporate Finance
2. Corporate Taxation
3. Investors' Protection – SEBI
4. Customer Relationship Management
5. Women Entrepreneurs – HRM Competencies
6. Corporate Social Responsibility
7. Corporate Financial Reporting
8. Environmental Protection
9. Corporate Stakeholders Interest

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	6	8
	M.Phil.	30	1
Project	PG	30	9

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
30	30	63	68	1

Cumulative Impact Factor (as per JCR): 19.67

Funded Research Projects

Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	AURF	30.09.2009	April 2011	Effectiveness of TUFs in The Revival of Cotton Textile Industry in Tamil Nadu.	0.60
2	UGC, New Delhi	01.07.2012	February 2015	HRM Competencies of women Entrepreneurs of Net work Marketing	6.94

Ongoing Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	UGC, New Delhi	March 2015	March 2017	Societal Needs and CSR Practices of Indian Companies – A Study with Reference to Companies in Chennai Region	16.18 Per year

Distinctive Achievements / Awards

1. UGC- Research Award (2015-2017)
2. Best Paper Award – All India Accounting Conference, School of Commerce , University of Rajasthan, Jaipur, Rajasthan (2011)
3. Best paper Presentation Award – International Conference, Dept. of Administration, Annamalai University(2010)

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 04

1. Training Programme & Silver Jubilee Celebrations organized by Department of Corporate Secretaryship, "Leadership that gets Results" on 29th March 2010.
2. Two day Coaching Programme for School of Business Management students was organized under the **Equal Opportunity Cell** of Alagappa University, on 29th & 30th April 2013. – **Co-ordinator**
3. One day Coaching Programme on "**Employability Skill**" for the students of Science Department of our University on 19th September 2013. – **Co-ordinator**

4. Two day National Seminar on **Consumer Protection and Empowerment in India** – in the Wake of Technology Domination- 26th and 27th August 2016 –In collaboration with Center for Consumer Studies, Indian Institute of Public Administration(**IIPA**), New Delhi, Sponsored by Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India.-
Seminar Director

Events Participated

Conferences / Seminars / Workshops: 05

1. National Seminar on Service quality and Customer Relationship Management Practices in 21st Century: Emerging Issues and Challenges.
2. International Conference on Business Research – Entrepreneurship-31st August 2016.
3. National Conference on The dynamics of Commerce in the 21st Century: Innovation, Trends & Practices.
4. International Conference on 39th All India Accounting Conference and International Seminar on Accounting Education and Research.
5. International Conference on Newfangled Approaches in Commerce and Management Traditional to Global Era

Other Training Programs

1. Faculty Development Programme- Academic Staff College (UGC-HRDC), Pondicherry.

Overseas Exposure / Visits

1. Bangkok - Thailand
2. Dubai (UAE)
3. Abu Dhabi
4. Sharjah

Membership in

Editorial Board

1. International Journal of ZAKIR
2. International Journal of Commerce, Management and Computer applications
3. Journal of Business Research (DBJC)
4. Consumer Protection and Empowerment in India
5. Amity Journal of Management Research - Noida

Academic Bodies (such as Board of Studies etc.,)

1. Indian Commerce Association- Life Member
2. Indian Accounting Association-Life Member
3. Indian Researchers Association -Life Member
4. Global Association of Commerce and Management-Life Member

Board of Studies

1. Member – Dept. of Corporate Secretaryship, Alagappa University, Karaikudi.
2. Member – Dept. of Corporate Secretaryship, BGCW, Puducherry.

Others

1. Workshop Organizer – Corporate Readiness programme (2010)
2. Sports Coordinator (2010-2014)
3. Coordinator – Village Placement Programme (2010-2014)
4. Coordinator – Practical Training
5. Deputy Warden- Men’s Hostel, Alagappa University, Karaikudi.(2012-2013).

Resource persons in various capacities

Number of Invited / Special Lectures delivered : 16

1. Acted as a Resource person in the 3rd Technical session on Business Finance , International Conference on Impact of Economic crisis in Global Business Scenario , Dept. of Management Studies, Sri Sai ram Institute of Management Study, Chennai, 24th& 25th September 2009
2. Delivered a special lecture on venture capital in India in the National Conference on Stock Exchange in Indian economy organised by Dept. of Commerce ,Madurai Sivakasi Nadar Poiner Meenakshi Women’s College , Poovanthi on 17th February 2011.
3. Delivered a special lecture on Recent Trends and Development of Indian Capital Market, Organized by Researchers Association , Dept. of Corporate Secretaryship, Kongu Arts and Science College, Erode on 9th February 2013.

4. Delivered a key note address on Recent Trends in Management Practices in the International Conference Organized by Department of Business Administration, Rajah Serfoji Govt. College (Autonomous), Thanjavur on 25th and 26th February 2013
5. Chaired a session in the two days International Conference on Economics, Business, Finance, Human Resource & Technology for Sustainable Development (IEBFHT'13) Organized by Sri Sai Ram Institute of Management Studies, Sri Sai Ram Engineering College, Chennai. December 20th & 21st, 2013, under the thrust area of Finance.
6. Chaired a session in the one day UGC Sponsored National Seminar on "Modern Trends and Development Strategies in Business". Organized by P.G Department of Corporate Secretaryship, D.B Jain College, Chennai 4th January 2014.
7. Chaired a session in the two days International Conference on "Human Rights Duties Education" and presented a paper titled "Human Rights Violation and Protection" Organized by Department of Corporate Secretaryship, Alagappa University, Karaikudi, during 25th & 26th February, 2014.
8. Acted as a Chair Person in the International Conference on Business Innovation, organized by School of Business Studies, Sun Arts and Science College, Tiruvannamalai, Tamilnadu, on 6th & 7th October 2014.
9. Delivered an inspiring lecture on "Recent Technological Changes and Long-term Organizational Sustainability" to the participants of 24th Refresher Course in Commerce & Management Organized by the UGC- Human Resource Development Centre, University of Mysore, on 10th July 2015.
10. Acted as a Chair person at 6th International Conference on Banking , Finance Business & Technology for sustaining economic development in Global Market (IBFBT'15). Organized by Sri Sai Ram Institute of Management Studies and Sri Sai Ram Engineering College, West Tambaram, Chennai, Tamil Nadu, India in association with Association of Indian Management Schools, Indo-Australian Chamber of Commerce, Confederation of Indian Industry and Madras Management Association on October 9th -10th , 2015.

11. Delivered a invited lecture on E-Governance Strategies and Best Practices For Stakeholder Empowerment in the National Conference organized by the Department of Commerce, Guru Shree Shantivijai Jain College For Women Chennai on 11th December 2015 .
12. Acted as a Resource Person and delivered a lecture on Innovative Marketing Strategies for E-Tailing Organised by the UGC – PG & Research centre of Commerce, Jayaraj Annapackiam College for Women, Periakulam, Theni District, Tamilnadu on 15th & 16th December 2015.
13. Acted as a Chair person at one day international seminar on Investment options in the changing scenario. Organized by PG & Research department of commerce, M.R. Government Arts College, Mannargudi, Tiruvarur District on 8th January 2016.
14. Delivered a key note address lecture as a on “How to write a good thesis”, organized by the Global Association of Commerce and & Management, Salem March 2016.
15. Delivered a Key Note address on “Problems and Prospects of Women Entrepreneurs” ,National Seminar on Emerging Trends on Entrepreneurial Opportunities and Challenges (NCEOC - 2016), organized by Dept. of Business Administration, Dept. of Commerce and Dept. of Commerce – CA, Caussanel College of Arts and Science, Muthupettai on 1st October 2016
16. Delivered a special lecture to Post Graduate Students of Commerce under the auspices of the Commerce Association (PG) 2016-17, Tuesday 25th October 2016, at Dept. of Commerce, Arumugam Pillai Seethai Ammal College, Tiruppattur.

Others

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| 1. Articles published in Magazines | : 15 |
| 2. No. of Ph.D Thesis evaluated | : 23 |
| 3. No. of Ph.D Public Viva Voce Examination conducted | : 20 |

Recent Publications

1. Dr.C.Vethirajan, (2016) "CRM Practices and Customers' Perception Towards Retail Outlets in Puducherry", Indian Journal of Applied Research, July 2016. Vol:6/Issue:7 ISSN: 2249-555x/3.919/ IC Value: 74.50.
2. Dr.C.Vethirajan, (2016) "Women Entrepreneurship – Emerging of an ERA in India" International conference on Business Research – Entrepreneurship, Department of Commerce Faculty of Science and Humanities, SRM University, Kattankulathur, Chennai ISBN-13: 978-81-8209-472-7. PP- 262-266
3. Dr.C.Vethirajan, (2016), "Insurance Services and Consumer Protection" National Seminar on Consumer Protection and empowerment in India - ISBN No: 978-81-928690-1-8
4. Dr.C.Vethirajan, (2016) "Role of Corporate Social Responsibility in National Re-Enforcement in Indian Multi National Companies" - International journal of Advanced research in Management and Social Sciences Vol:5, Issue 8, August 2016, ISSN (2278-6236) Impact Factor: 6.284, pp: 9-17
5. Dr.C.Vethirajan, (2016) "Awareness and Attitude Of College Students Regarding Entrepreneurial Traits – An Empirical Analysis", National conference on Entrepreneurial Resurgence and Innovations (NCERI'16)ISBN No: 978-81-9259-745-4
6. Dr.C.Vethirajan, (2016) "Social Entrepreneurship – A Researcher Perspective", National conference on Entrepreneurial Resurgence and Innovations (NCERI'16)ISBN No: 978-81-9259-745-4
7. Dr.C.Vethirajan, (2016) "Corporate Disclosure Practices and Contemporary Issues in Social and Financial Reporting in India" International Journal of Business and Administration Research Review, Volume No-1 Issues -3 July-Sep-2016. Pp: 66-70. Impact Factor: 3.853
8. Dr.C.Vethirajan, (2016) "Corporate Social Responsibility Practices of Selected Information Technology Companies in India" International Journal of Commerce, Management and Computer Application, Special Issue, September 2016, ISSN 2395-2091, PP: 1-7.

9. Dr.C.Vethirajan, (2016) "Problems and Prospects of Women Entrepreneurship – A Study With Reference to Ramanathapuram District" Shanlax International Journal of Management, Vol:4 Special issue: 1 October 2016, ISSN: 2321-4643, PP:6-16
10. Dr.C.Vethirajan, (2016) "Empowering Women Entrepreneurs Through ICT" Shanlax International Journal of Management, Vol:4 Special issue: 1 October 2016, ISSN: 2321-4643, PP: 287- 291.
11. Dr.C.Vethirajan, (2016) "Demographic Variables and Customer Orientation on Women Entrepreneurs in Network Marketing in Chennai", International Journal of Advanced Research in Management and Social Sciences, Vol. 5 | No. 11 | November 2016, ISSN: 2278-6236, PP 52 – 60
12. Dr.C.Vethirajan, (2016) "Goods and Services Tax – Need of the Hour", 39th All India Accounting Conference and International Seminar on Accounting Education and Research, Hosted by Department of Commerce, Bangalore University, Bengaluru and Indian Accounting Association, Karnataka Branch, And association with International Skill development Corporation (ISDC)& ACCA, UK. Page : 58.
13. Dr.C.Vethirajan, (2016) "Goods and Services Tax-Its issues and implications of various stakeholders in India", International Journal of Research and Business Innovation, special issue, Vol.4 No.3 December 2016, impact factor:1.5, 3 PP: 7-14