



Dr. C. VETHIRAJAN
SENIOR PROFESSOR & HEAD

Contact

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Academic Qualifications

Degree	Institution	Year	Branch	Class
Ph.D	Alagappa University	2002	Corporate Secretaryship	Awarded
M.Phil.	Madurai Kamaraj University	1993	Commerce	IV Rank
M.Com.,	Madurai Kamaraj University	1992	Commerce	First
MBA	IGNOU New Delhi	2004	Finance	First
B. Com	Madurai Kamaraj University	1990	Commerce	First
PGDCA	Pondicherry University	2000	Computer Applications	First
UGC-NET	University Grant Commission New Delhi	1991	Commerce	Passed

Teaching Experience

Total Teaching Experience : 27 Years

Position	Institution	Duration
Lecturer in Commerce	Govt. WPT College, Puducherry	June 1996 to August 2001
Lecturer (Senior Scale) in Commerce	Govt. WPT College, Puducherry	August 2001 to August 2005
Lecturer (Selection Grade) in Commerce	Govt. WPT College, Puducherry	August 2005 to March 2007
HOD in Commerce	Govt. WPT College, Puducherry	March 2007 to March 2009
Associate Professor to Professor	Department of Corporate Secretaryship Alagappa University – Karaikudi	March 2009 to March 2012
Professor to Senior Professor	Department of Corporate Secretaryship Alagappa University–Karaikudi	March 2012 to March 2022
Senior Professor	Department of Corporate Secretaryship Alagappa University–Karaikudi	March 2022 to Till Date

Position	Institution	Duration
Visting Professor	James Cook University, Singapore.	One Week 2018

Research Experience

Total Research Experience : 18 Years

Position	Institution / University	Duration
Research Supervisor	Alagappa University	2005 – Till Date

Academic and Additional Responsibilities

S.No	Position	University Bodies	Period
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			From	To
1.	Dean	Student Affairs	2023	Till date
2.	Campus Director	Faculty of Management	2019	Till date
3.	Director In-Charge	Alagappa Institute of Skill Development Alagappa University, Karaikudi.	July -2022	April,2023
4.	Member	Admission Committee	2020	Till date
5.	Co-ordinator	SC/ST Cell	2019	Till date
6.	Chairperson	Department of Corporate Secretaryship	2019	Till date
7.	Member	Standing Committee on Academic Affairs (SCAA)	2019	Till date
8.	NSP	Alagappa University- Nodal Officer	2021	Till date
9.	Member	DDE-Adhoc Board of Studies in GST	2019	Till date
10.	Member of Senate	Alagappa University	2019	Till date
11.	Member	IQAC Academic Auditors	2018	Till date
12.	Coordinator	Equal Opportunity Cell, Alagappa University	2012-2013	2019
13.	Deputy Warden	Men's Hostel Alagappa University	19.06.2012	2013

Areas of Research

- Corporate Finance
- Corporate Taxation
- Investors' Protection–SEBI
- Customer Relationship Management
- Women Entrepreneurs–HRM Competencies
- Corporate Social Responsibility
- Corporate Financial Reporting
- Environmental Protection
- Corporate Stakeholders Interest
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Research Supervision/Guidance

Program of Study		Completed	Ongoing
Research	Ph. D	17	08
	M.Phil	32	--
Project	PG	140	12

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books/Chapters/ Monographs/Manuals
36	40	98	85	05

Cumulative Impact Factor (as per JCR)	Research Gate	Google Scholar
h-index	07	07
i10 index		03
Total Citations	202	137

Publications

Thesis Evaluated	:	25
Viva voce Examiner	:	30

Funded Research Projects

Completed Projects:

S.No	Agency	Period		Project Title	Budget (Rs.In lakhs)
		From	To		
1.	AURF	September 2009	April, 2011	Effectiveness of TUFs in The Revival of Cotton Textile Industry in Tamil Nadu.	0.60
2.	UGC, NewDelhi	July 2012	February, 2015	HRM Competencies of women Entrepreneurs of Network Marketing	6,94, 000
3.	AURF	2016	2017	A Study on Service Quality of Hotels on Satisfaction of Religious Tourists in Pilgrim Centers in South Tamil Nadu	3,40,000

4.	UGC, NewDelhi	March 2015	March, 2017	Societal Needs and C S R Practices of Indian Companies – A Study with Reference to Companies in Chennai Region	35,02,557
5.	MHRD- RUSA	2018	2021	Social Development through Corporate Social Responsibility	17,60,000

Distinctive Achievements / Awards

S. No.	Name of Award/ Fellowship etc	Year of Award	Award by
1.	Best Doctoral Researcher	2018	Archers & Elevators Publishing House
2.	MTC Global Distinguished Teacher Award	2018	Management, MTC Global, Bangalore
3.	AURF-Alagappa Excellence Award for Research	2018	Alagappa University
4.	Bharat Jyoti Award	2018	India International Friendship Society, New Delhi
5.	UGC Research Awardee	2015	University Grants Commission, New Delhi
6.	Global Lifetime Achievement Award	2020	Sidhartha Educational and Research Federation
7.	Quality Enhancement in Teaching and Research	2021	Alagappa University
8.	National Award of Excellence 2022,	2022	Global Management Council, Ahmedabad
9.	The Best Presenter Award	2023	11th International Symposium, South Eastern University of Sri Lanka

Events organized in leading roles

Number of Seminars /Conferences /Workshops/ Events organized:

Position	Programme	Duration	Institution
Organizer	Two Day National Seminar on CSR Towards Societal Development- Issues and challenges (NSCSR – 2019)	28 th – 29 th August 2019	Department of Corporate Secretaryship, Alagappa University, Karaikudi
Organizer	Webinar Series on “ CSR and Sustainability”	18 th May , 2020	Department of Corporate Secretaryship, Alagappa University, Karaikudi

Organizer	Webinar on GST – Returns and Compliance	27 th May, 2020	Department of Corporate Secretaryship, Alagappa University, Karaikudi
Organizer	Webinar on Career Opportunities for Corporate Secretaryship Students - CSEET	28 th August 2020	Department of Corporate Secretaryship, Alagappa University, Karaikudi
Organizer	Two Day International Virtual Conference on Revisiting CSR in The Post Covid ERA- Statutory Guidelines and Societal Concerns IVCCSR- 2020	12 th – 13 th October 2020	Department of Corporate Secretaryship, Alagappa University, Karaikudi
Organizer	XXXV Batch Inaugural Function	30 th November, 2020	Department of Corporate Secretaryship, Alagappa University, Karaikudi
Organizer	Corporate Restructuring of Public Sector Banks in India – Present Scenario	26 th July 2021	Department of Corporate Secretaryship Alagappa University, Karaikudi.
Organizer	Special Lecture on Crypto and Block Chain Technology	20 th December 2021	Department of Corporate Secretaryship, Alagappa University, Karaikudi
Organizer	36 th Alumni Meet - 2023	9 th April 2022	Department of Corporate Secretaryship, Alagappa University, Karaikudi
Organizer	Two Day International Conference on Contemporary Trends and Challenges in FINTECH Services in VUCA World	5 th & 6 th May 2022,	Department of Corporate Secretaryship, Alagappa University, Karaikudi
Organizer	Three Day Faculty Development Program on Mentoring Entrepreneurship & Innovation Skills	11 st - 13 th October , 2022,	Entrepreneurship, Innovation and Career Hub, IIC- ALU & Entrepreneurship Development and Innovation Institute, Chennai
Organizer	Two Day E-Leaders Workshop	14 th & 15 th October , 2022.	Alagappa Institute of Skill Development Entrepreneurship Innovation and Career Hub & Entrepreneurship Development and Innovation Institute (Govt. of Tamil Nadu)
Organizer	International Conference on Recent Technology and Innovations in Corporate governance (4.0 ICRTICG 2023)	January 9 th and 10 th 2023	Alagappa University

Organizer	World Consumer Rights Day Celebrations	15 th March 2023	Department of Corporate Secretaryship, Alagappa University, Karaikudi
Organizer	Endowment Lecture Series on Outcome Based Value Education Towards Corporate Secretaryship	30 th May 2023	Department of Corporate Secretaryship, Alagappa University, Karaikudi
Organizer	Parents Meet - 2023	18 th March 2023	Department of Corporate Secretaryship, Alagappa University, Karaikudi
Organizer	Alumni Meet	19 th March 2023	Department of Corporate Secretaryship, Alagappa University, Karaikudi
Convener	Three Day Faculty Development Program on Mentoring Entrepreneurship & Innovation Skills	11 th – 13 th October 2022	Entrepreneurship, Innovation and Career Hub, IIC – ALU & Entrepreneurship Development and Innovation Institute, Chennai jointly Organize
Convener	Two Day- E- Leaders Workshop	14 th – 15 th October 2022	Alagappa Institute of Skill Development & Entrepreneurship, Innovation and career Hub & IIC-ALU & Entrepreneurship Development and Innovation Institute
Convener	Two Day Workshop on Design Thinking	1 st & 2 nd November 2022	Alagappa Institute of Skill Development & Entrepreneurship, Innovation and career Hub & IIC-ALU & Entrepreneurship Development and Innovation Institute
Convener	Two Day Workshop on Design Thinking	2 nd November 2022	Alagappa Institute of Skill Development Entrepreneurship Innovation and Career Hub & IIC-ALU & Entrepreneurship Development and Innovation Institute
Convener	One Day programme on Entrepreneurship promotional Activities for the Outgoing Students	15 th November 2022	EDII-IEDP Alagappa University Hub & Alagappa Institute of skill Development
Convener	My story – Motivational Session By successful Innovators	22 nd November 2022	Alagappa Institute of Skill Development & Entrepreneurship, Innovation and career Hub & IIC-ALU

Convener	Two Day – Session on Problems Solving and Ideation Workshop	25 th -26 th November 2022	Alagappa Institute of Skill Development & Entrepreneurship, Innovation and career Hub
Convener	Poster Exhibition of Innovative Ideas and Display of Prototype Device – Innovation Ambassador Linkage	30 th November 2022	Institution’s Innovation council (IIC) & Higher Education Innovation Cell (HEIC) Alagappa University
Convener	Internal Hackathon and Reward Best Ideas of Yukti – NIR – 2022	30 th November 2022	Institution’s Innovation council (IIC) & Higher Education Innovation Cell (HEIC) Alagappa University
Convener	Entrepreneurship Skill, Attitude and Behaviour Development	14 th February 2023	Institution’s Innovation council – Alagappa Institute of skill Development
Convener	National Innovation Day (February – 16)	20 February 2023	Institutions’ Innovation Council Alagappa University (IIC – ALU)
Convener	Launch of 5G Services	21 st February 2023	Institution’s Innovation Council Alagappa University (IIC ALU)
Convener	Two Day programme on “Ideation Camp”	21 & 22 February 2023	EDII-IEDP Alagappa University Hub & Entrepreneurship Development and Innovation Institute
Convener	Two Days Programme on Ideation Camp Tamil Nadu Student Innovators Phase-II (TNSI-2022)	21 & 22 February 2023	EDII-IEDP Alagappa University Hub Alagappa Institute of Skill Development
Convener	Session on Achieving Problems- Solution Fit and Product-Market Fit	1 st March 2023	Alagappa Institute of Skill Development & Entrepreneurship, Innovation and Career Hub
Convener	FACON Fest - 2023	17 th march 2023	Alagappa Institute of Skill Development Fashion Technology
Key Note Address	UGC-SERO (Equal Opportunity) Sponsored State Level Workshop on FITNESS AND WELLNESS	28 th September 2017	Alagappa University College of Physical Education
Inauguration	International Conference on “Management Ethics and Entrepreneurship”	19 th August 2019	Dr. Umayal Ramanathan College for Women, Karaikudi.

Chief Guest	National Seminar on Recent Trends in Digital marketing Strategies – Issues and Challenges	28 th February 2020	Department of commerce with CA Ananda College
Inauguration	National Conference on Innovation & Challenges in Business	9 th march 2020	Syed Ammal Arts and Science College, Ramanathapuram.
Organizer	Awareness Programme on Funding Opportunities for the Aspiring Entrepreneurs & Awareness on IVP	26 th August 2022	EDII – IEDP Alagappa University HUB & University College of Engineering
Resource person	Webinar on New Education Policy - 2020	26 th September, 2020	Manonmaniam Sundaranar University, Tiunelveli.
Resource person	ICSSR – SRC Sponsored National Seminar on Fintech - 2022	29 th – 30 th September 2022	Department of Vocational Education & P.G and Research Department of Commerce
Resource Person	FINTECH – Opportunities and Challenges	29 th October 2022	Syed Hameedha Arts and Science College. Ramanathapuram.
Resource Person	Entrepreneurship Promotional Activities for the Outgoing Students	9 th November 2022	EDII– IEDP Alagappa University HUB & Mohamed Sathak Hamid College of Arts and Science for Women, Ramnad.
Resource Person	Entrepreneurship Promotional Activities for the Outgoing Students	9 th November 2022	EDII – IEDP Alagappa University Hub & Syed Ammal Arts and Science College.
Key – Note Address	Entrepreneurship Promotional Activities	11 th November 2022	Entrepreneurship Development Cell & Entrepreneurship Development and Innovation Institute
Resource Person	National Seminar on “Entrepreneurship in Industry 4.0: A GLIMPSE”	16 th December 2022	Mannar Thirumalai Naicker College (Autonomous) Madurai.
Chief Guest	Hands-on Training in the Preparation of Organic Pickles	24 th – 25 th January 2023	Dr. Umayal Ramanathan College for Women, Karaikudi.
Felicitation	Entrepreneurship Awareness Programme	2 nd March 2023.	EDII – IEDP Alagappa University Hub & ED Cell of Nachiappa Swamigal Arts and Science College Koviloor.

Resource Person	International Conference on Emerging technologies in E-Commerce and Digital Marketing-Opportunities	23rd February 2023	Sadakathullah appa College , Thirunelveli.
Special Address	Two Days International Conference on Emerging Trends in E-Commerce & Digital Marketing	24 th -25 th February 2023	Syed Ammal Arts and Science College. Ramanathapuram.
Chair person	6 th International Conference on “ Management, Accounting, Banking, Economics and Business Research for Sustainable Development”	1 st & 2 nd march 2023	Crescent Institute of Science & Technology
Resource Person	Entrepreneurship Promotional Activities for the Outgoing Students	2 nd March 2023	EDII-IEDP Alagappa University Hub & Alagappa Government Arts College, Karaikudi.
Resource Person	Awareness programme on Government Schemes for Entrepreneurs	8 th march 2023	Vidhyaa Giri College of Arts and science College, Pudukkottai & EDII – IEDP Alagappa University Hub
Resource Person	Guest Lecture Series on Social Responsibilities	23 rd March 2023	Department of Commerce B.Com Alagappa University.
Chief Guest	International Conference on Entrepreneurship and Innovation in the Digital ERA	3 rd August 2023	Dr. Zakir Husain College Ilayangudi.
Resource Person	Evolution of ESG Reporting in India	18 th November 2023	UGC Malaviya Mission Teacher Training Centre, Madurai Kamaraj University.

Events Participated

Number of Conferences/Seminars/Workshops:108

Overseas Exposure/Visits

- James Cook University - Accounting Club – Singapore
- University Singapore –Social Responsibilities- Singapore

Membership

Professional Bodies	
Member, 2019-20 to 2021-22	Board of Studies in Department of Corporate Secretaryship PSG College of Arts & Science
Member 2020Till date	Board of Studies in Department of Management Studies Sengamala Thayaar
Member, 24.10.2020	Teaching Staff–Selection Committee Alagappa University
Member, 2020 – Till date	Admission Committee Alagappa University
Member, 2020 – Till date	DDE-Adhoc Board of studies in GST Alagappa University
Member, 02.06.2020 to 01.06.2023	Academic Council Thiruvalluvar University, Vellore
Chairman,2020 to 2023	Board of Studies in Department of Corporate Secretaryship Thiruvalluvar University
Member, 2021–Tilldate	CD & DC – Constitution of Board of Studies M.Com Corporate Secretaryship, Alagappa University
Member-External Expert, 2021	Teaching Staff–Selection Committee SRM University Chennai
External Member, 2021–till Date	Board of Studies in Commerce The Madura College Madurai
Member, 2021-Till date	Board of Studies in Department of (M.Com Corporate Secretaryship) Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women Chennai

External Member, 2021-2022	Board of Studies in Department of Commerce, Periyar University, Salem
Member-Subject Expert,2022	ScreeningCumEvaluationCommittee Dr.Zakir Husain College Ilayangudi
Member-Subject Expert,2022	Screening Cum Evaluation Committee Manonmaniam Sundaranar University Tirunelveli

Advisory Board

Year/Period	Name of the BoS/Administrative Committee / Academic Committee	Role
2019	Standing Committee on Academic Affairs (SCAA) Alagappa University	Member
2012 - 2017	UGC Innovative Programme Department of Corporate Secretaryship Alagappa University	Member
2023	Students Grievance Redressal Committee Alagappa University	Chairperson
2023	Constitution of Research Advisory Committee Alagappa University	Member
2023	Interview Selection Panel –MBA (CS) Alagappa University	Member
2023	CD&DC Affiliated Colleges B.Com Corporate Secretaryship Alagappa University	Member

Academic Bodies in Other Institutes/Universities

Year/Period	Name of the BoS/Administrative Committee / Academic Committee	Role
2018	Board of Studies in Department of corporate Secretaryship, Dr.N.G.P Arts and Science College (Autonomous), Coimbatore	Member
2018	Board of studies in Department of Corporate Secretaryship, Bharathidasan Govt. College for Women (Autonomous), Puducherry.	Member
2020	Board of Studies in Department of Management Studies SengamalaThayaar	Member
2020	Board of Studies in Department of Corporate secretaryship Sri Manakula Vinayagar Engineering College, Puducherry	Member

2021-2022	Board of studies in Department of Commerce, Periyar University, Salem.	External Member
2020-2022	Board of Studies in department of Corporate Secretaryship PSG College of Arts & Science	Member
2021	Teaching Staff- Selection Committee SRM University, Chennai	Member
2021	Board of Studies in Commerce, The Madura College Madurai	External Member
2021	Board of studies in Department of (M.Com Corporate Secretaryship) Shrimathi Devunvari Nanalal Bhatt Vaishnav College for Women Chennai	Member
2022	Screening Cum Evaluation Committee Manonmaniam Sundharanar University Tirunelveli	Member
2022	Screening Cum Evaluation Committee Dr. Zakir Husain College Ilayangudi	Member
2022	Result Awarding Committee Nominee in ThassimBeevi Abdul Kader College for Women, Ramanathapuram.	University Nominee
2022	Board of Studies in Department of corporate Secretaryship, Alagappa University	Member
2022	Board of Studies in Department of Commerce, Crescent Institute of Science & Technology, Chennai	Member
2023	Academic Council Thiruvalluvar University, Vellore	Member
2023	Board of Studies in Department of Corporate secretaryship , Thiruvalluvar University	Chairman
2023	Board of Studies in Department of Commerce and Financial studies Bharathidasan University Trichy	Member

Ph.D. Thesis Guided

1. No. of Ph.D Thesis evaluated : 42
2. No. of Ph.D Public Viva Voce Examination conducted : 35

S.No	Name of the Scholar	Title of the Thesis	Year of Completion
1.	Ms.M.C.T. Shanmugapriya	Corporate Financial Structure and Value of the Firm: A study of Selected Companies in Tamil Nadu	14.03.2016
2.	Mr.D. Murugan	Corporate Taxation and its impact on the growth of selected companies in Tamil Nadu	25.07.2016
3.	Ms.R. Ruby	The Role of SEBI in Investors Protection –with special reference to Tamil Nadu	05.12.2017
4.	Mr.S. Jayakumar	Customer Relationship Management Practices in Retail Marketing in Puducherry Region	17.05.2017
5.	Ms.K. Vetrichelvi	Human Resource Management Competencies of Women Entrepreneurs in network Marketing in Chennai City	28.03.2017
6.	Mr.C. Ramu	Impact of Corporate Social Responsibility on select fast moving Consumer Goods Companies in Chennai District	30.09.2019
7.	Ms.K. Banupriya	Corporate Financial Reporting Practices of Indian Companies – A study with reference to Companies in Chennai Region	25.09.2018
8.	Ms.L. Saraswathy	Role of Independent Directors in the Protection of Corporate Stakeholders Interest – A Study with Reference to Public limited Companies in Mumbai	17.09.2020
9.	Mr.K. Madavan	Customer Satisfaction Towards E-Banking Services –A Study of Public and Private Sector Banks in Puducherry Region	10.03.2021
10.	Mr.K. Jagannathan	Inclusive Growth and C S R Practices of Indian Companies in Tamil Nadu	09.07.2021
11.	Mr.L.Dhanasekar	Goods and Services Tax – Its Issues and Implications of Various Stakeholders in Chennai Region	11.08.2021

12.	Mr.S.Chandrasekar	An Evaluation of service Area Approach of Commercial Banks in Sivagangai District	07.03.2014
13.	Mr.K.Muneeswaran	Marketing of Fast Moving Consumer Goods – A study with Reference to Madurai District	02.06.2015
14.	Ms.S.Nagavalli	Development of Tourism Industry in Tamil Nadu with Special Reference to Chettinad in Sivagangai District	14.03.2016
15.	Mr.S.Mohamed Mossa Harun Razeed	Patients Satisfaction towards Health care service quality- A study of Private Hospitals in Tirunelveli District	2022
16.	Ms.A.Sharmila	Stress Management among working Women in Government Hospitals in Chennai City	2022
17.	Ms.S.Muthuselvi	Environmental Protection in Tamil Nadu – A study with reference to Chennai City	2024

List of Research Articles / Recent Publications

S. No.	Name of the Faculty	Title of the Paper	Name of the Journal, Issue No., Year, Page, etc.	Impact Factor
1.	Dr.C.Vethirajan	Empowering Mompreneurs Leveraging Digital Transformation For Enhanced Corporate Governance	International Journal of Scientific Research in Engineering and Management (IJSREM) Volume: 07 Issue: 06, June - 2023	SJIF Rating: 8.176
2.	Dr.C.Vethirajan	Mompreneurs Adapting To Fintech Platforms	Quest Journals: Journal of Research in Business and Management, Volume: 11, Issue 6, June 2023 pp: 83-86	
3.	Dr.C.Vethirajan	Impact of Covid-19	International Journal of	7.301

		Pandemic on Information Technology Sector	Advanced Research in Science, Communication and Technology (IJARSCT) Volume: 3, Issue: 14, May , 2023	
4.	Dr.C.Vethirajan	Structuring Opportunities under Foreign Exchange aspects of Investments made from India and into India	ICSI Chartered Secretary, Volume: LIII, Issue: 04, pp 39-44, April 2023	
5.	Dr.C.Vethirajan	Employee Engagement and the Tools of Industry 4.0	MAIMS Journal of Management, Volume: 17, Issue: 2, pp 40-55, October 2022	
6.	Dr.C.Vethirajan	The Impact of E- Learning Technology for Future Generation in Educational Sector	Asian Journal of Electrical Sciences Volume:11, Issue:1, 2022, pp.29-32, January-June 2022	
7.	Dr.C.Vethirajan	Corporate Governance Practices Leads to Value Enhancement of Stakeholders of Listed Companies in Tamil Nadu	Paripex- Indian Journal of Research, Peer Reviewed International Journal, Volume 11, Issue 05, May 2022	
8.	Dr.C.Vethirajan	Corporate Governance for Board of Structure and the Role of Independent Directors of Listed Companies in Tamilnadu	International Journal of Research and analytical Review (IJRAR), Volume 09, Issue: 02, April 2022	
9.	Dr.C.Vethirajan	Evaluation of Board of Directors Through Corporate Governance in Listed Companies- Indian Perspective	Strad Research, Volume: 9, Issue: 3, March 2022	
10.	Dr.C.Vethirajan	Innovative Entrepreneur Ideas and Practices in India	International Journal of Multidisciplinary Research and Technology, April 2021, Peer Reviewed Journal	6.32
11.	Dr.C.Vethirajan	Trends and future of human resource management in the 21st century	Review of Management, Accounting, and Business Studies, Volume: 1, Issue : 2, pp: 17-21, April 2021	
12.	Dr.C.Vethirajan	A Study on Perception of Religious Tourists on Service Quality of Hotels in South	Effulgence-A Management Journal Volume 19, Issue 1, PP 8-22- January- June: 2021,	5.7
13.		A Study on Working	DogoRangsang Research	

		Life of Street Entrepreneurs In Sivagangai District, Tamilnadu	Journal UGC Care Group I Journal Volume -11 Issue-11 No. 02 November 2021	
14.	Dr.C.Vethirajan	Environmental up gradation Through CSR of Select Manufacturing Companies in Chennai City	International Research Journal of Modernization in Engineering Technology and Science (IRJETS), Volume 8, Issue 2, May 2021, Peer Reviewed Journal	5.354
15.	Dr.C.Vethirajan	Role of CSR on Rural Development in India	International Journal of Multidisciplinary Research and Technology April 2021, Peer Reviewed Journal	6.328
16.	Dr.C.Vethirajan	A Study on perception of Households towards Environmental Pollution Control Measures with Special Reference to Chennai City	JAC: A Journal of Composition Theory , Volume XIV, Issue I, PP 64-72, January 2021 UGC Listed Journal	
17.	Dr.C.Vethirajan	CSR Practices of Indian Companies For Inclusive Growth-Socio Economic Status of Beneficiaries	JAC : A Journal of Composition Theory, Volume XIII, Issue XI, PP 43-59, November 2020 UGC Listed Journal	
18.	Dr.C.Vethirajan	Goods And Services Tax on Construction Business	International Journal of Management (IJM) Volume 11, Issue 11, PP 1300-1307, November 2020, Scopus Indexed Journal	10.1471
19.	Dr.C.Vethirajan	Electronic Human Resource Management Practices And Employees Perception Towards Information Technology Industry	International Journal of Scientific & Technology Research,2020/3, Volume 9, Issue 3, pp. 86-90, Scopus Indexed Journal	Sjr score 0.12
20.	Dr.C.Vethirajan	CSR Practices of Indian Companies For Inclusive Growth-Socio Economic Status of Beneficiaries	JAC : A Journal of Composition Theory, Volume XIII, Issue XI, PP 43-59, November 2020 UGC Listed Journal	
21.	Dr.C.Vethirajan	Goods And Services Tax on Construction Business	International Journal of Management (IJM) Volume 11, Issue 11, PP 1300-1307, November 2020, Scopus Indexed Journal	10.1471
22.	Dr.C.Vethirajan	Electronic Human Resource Management Practices And Employees Perception	International Journal of Scientific & Technology Research,2020/3, Volume 9, Issue 3, pp. 86-90,	Sjr score 0.12

		Towards Information Technology Industry	Scopus Indexed Journal	
23.	Dr.C.Vethirajan	A Study on Digital Marketing- A Case Study With Special Reference To Amazon.Com	Studies in India Name Places (UGC Care Listed Journal) Vol-40 Issue-12 February 2020	
24.	Dr.C.Vethirajan	Digital Skills to Enhance Womens Empowerment in India	Scopia International Journal for Science, Commerce & Arts, Volume: 01, Issue: 02,pp 32-40, 2020	
25.	Dr.C.Vethirajan	A Study on Occupational Stress of Nurses in Public Hospitals in Chennai	TEST Engineering & Management Volume 83, PP 15988 – 15993 May – June 2020 Scopus Indexed Journal	
26.	Dr.C.Vethirajan	Corporate Social Responsibility Practices by Indian Industries during COVID-19	JAC : A Journal of Composition Theory Volume 13 Issue 5 Pages 67-77 May 2020,	5.7
27.	Dr.C.Vethirajan	Improvement of CSR Activities In Indian Companies After The Amendment Of Companies Act, 2019	JAC : A Journal of Composition Theory, Volume: 13, Issue: 4, Pages 418-428 April 2020,	5.7
28.	Dr.C.Vethirajan	A literature Review: Corporate Social Responsibility Practices of Indian companies	Aegaeum Journal, 2020/5,Volume 8, Issue 5, pp.236-251, UGC Care Approved Journal	6.1
29.	Dr.C.Vethirajan	The Impact of Electronic Banking Sevices on The Public And Private Sector Banks In Puducherry Region	Aegaeum Journal Volume 8 Issue 6 Pages 1046-1056 June 2020,	0.06
30.	Dr.C.Vethirajan	Customer Satisfaction on E-Banking Services of Public and Private Sector Banks in Puducherry Region –An Empirical Analysis	International Journal of Management (IJM), Volume 11, Issue 6, pp. 649-664, June 2020, Scopus Indexed Journal	8.631
31.	Dr.C.Vethirajan	CSR Practices of Indian Companies For Inclusive Growth-Socio Economic Status of Beneficiaries	JAC: A Journal of Composition Theory Volume 13 Pages 43-49 June 2020	

32.	Dr.C.Vethirajan	Factors Influencing To Start Enterprises and Problems Encountered By The Women Entrepreneurs	Journal of Shanghai Jiaotong University , Volume 16, Issue 7, PP 301-311, July 2020 UGC Listed Journal	
33.	Dr.C.Vethirajan	Patient's Satisfaction Towards Health Care Services Quality In Private Clinics At Palayamkottai Taluk	Dogo Rangsang Research Journal, Volume 10 Issue-07 No. 15, July 2020 UGC Care Group I Journal	
34.	Dr.C.Vethirajan	Impact of CSR Activities of Corporate Companies On Different Areas Of Inclusive Growth – An Empirical Analysis	International Journal of Management (IJM), Volume 11, Issue 10, PP 478-497, October 2020, Scopus Indexed Journal	8.631
35.	Dr.C.Vethirajan	Impact of Goods And Service Tax On Imports And Exports Among Various Stakeholders –A Study With Reference To Chennai Region	JAC : A Journal Of Composition Theory, Volume XIII, Issue XI, PP 73-102, , November 2020 UGC Listed Journal	
36.	Dr.C.Vethirajan	Emerging Trends in Digital Marketing In India	Studies in Indian Place Names 2020/3, Volume 40, Issue 12, pp.630- UGC Care Journal	
37.	Dr.C.Vethirajan	Opportunities and Prospects of Digital Marketing	Studies in Indian Place Names 2020/3, Volume 40, Issue 12, PP.615-621-642 UGC Care Journal	
38.	Dr.C.Vethirajan	Evaluation Of Functioning Characteristics and Ethical Leadership Quality of Independence Directors – An Investors' Perspectives	International Journal of Management (IJM), 2020/5, Volume 11, Issue 5, pp. 1179-1194, Scopus Indexed Journal	10.1471
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69.	Dr.C.Vethirajan	CSR in India – A Review of literature of the history and Context	M –Infiniti Journal Management – Volume: 11	
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102.	Dr.C.Vethirajan	Difficulties faced by the Bankers in Issuing Credits to Farmers under Service Area Approach in Sivaganga District, Tamilnadu	International Journal of Management and Social Development, Volume: 2, Number 3, March 2015	ISSN:2 348-1919
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S. No.	Author	Conference Proceedings	Title	ISBN	Year
1.	Dr. C. Vethirajan	Emerging Management Practices and Challenges	Business Management Competencies among the Women Entrepreneurs in Small and Medium Enterprises	978-81-935783-6-0	2018
2.	Dr. C. Vethirajan	Emerging Management	Rural women	978-81-935783-6-0	2018

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3.	Dr. C. Vethirajan	Emerging Management Practices and Challenges	Role of Consumers in Sustainable Consumption .	978-81-935783-6-0	2018
4.	Dr. C. Vethirajan	Two – Day International Virtual Conference on Revisiting CSR In The Post Covid ERA – Statutory Guidelines And Societal Concerns	CSR in Times of covid-19-its Impact More Than Ever	978-93-90082-70-4	2020
5.	Dr. C. Vethirajan	Two – Day International Virtual Conference on Revisiting CSR In The Post Covid ERA – Statutory Guidelines And Societal Concerns	The Role of Indian companies Towards corporate Social Responsibility During covid-19 Pandemic	978-93-90082-70-4	2020
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Invited Lectures	:	54

Date : 27.02.2024



Place : Karaikudi

Name : Dr. C. VETHIRAJAN

Designation : Senior Professor