

PROFILE



NAME : Dr. N. PURUSOTHAMAN
QUALIFICATION : M.Com., M.Phil., M.B.A., Ph.D., NET with JRF
NO. OF YEARS OF EXPERIENCE: 10 YEARS & 09 MONTHS
AREA OF EXPERTISE : FINANCIAL ACCOUNTING, CORPORATE ACCOUNTING, COST ACCOUNTING, MANAGEMENT ACCOUNTING, INCOME TAX AND STATISTICS.
MOBILE : +91-9840675696, 8248021372
Email : purusothaman@patriciancollege.ac.in

ACADEMIC QUALIFICATION

<i>Specialization</i>	<i>Year</i>	<i>Board/University/College</i>	<i>Class with % marks</i>
SSLC	2001-02	Mahakavi Bharathiyar Higher secondary School, Sevalaya ,Kasuva Village / State Board, Tamilnadu	1 st Class with Outstanding (87%)
HSC	2002-04	Vijayantha Higher Secondary School, HVF Avadi / State Board, Tamilnadu	1 st Class with Outstanding (83%)
B.Com (COMMERCE)	2004-07	DRBCCC Hindu College, Pattabiram, Chennai- 72 / University of Madras, Tamilnadu	1 st Class with Outstanding (76%)
M.Com., (COMMERCE)	2007-09	Presidency College, Chennai / University of Madras, Tamilnadu	1 st Class with Outstanding (80.44%)
M.Phil., (COMMERCE)	2009-10	Presidency College, Chennai / University of Madras, Tamilnadu	1 st Class with Outstanding (74%)

M.B.A., (FINANCE)	2010-12	Manonmaniam Sundaranar University Tirunelveli, Tamilnadu	1 st Class (69 %)
Ph.D (COMMERCE)	2012-16	The New College (Autonomous), Royapettah, Chennai / University of Madras, Tamilnadu	Degree Awarded

UGC - NET

UGC - NET	Commerce - December 2010
JUNIOR RESEARCH FELLOWSHIP	Commerce - December 2010

OTHER SKILLS

- ❖ Valuation of UG answer papers (University of Madras and Autonomous Colleges in Chennai)
- ❖ Valuation of UG answer papers (Tamilnadu Open University Chennai)
- ❖ Question paper setting in UG & PG level (Autonomous Colleges in Chennai)
- ❖ Serving the M.B.A students in formulating summer projects and data analysis for final projects
- ❖ Competent in preparing question papers
- ❖ Research and Project skills
- ❖ Recognized supervisor for M. Phil Commerce by Madras University from the year 2019
- ❖ **External Examiner in Viva Voce Examination:** MOP Vaishnav College, The New College (Autonomous) Chennai. SRM College, Chennai Campus, Sriram College of Arts & Science, Veppampattu and Christ Arts and Science College, Thiruvallur.

PUBLICATIONS IN ISBN BOOKS IN STATE/NATIONAL/INTERNATIONAL SEMINAR

- ❖ Presented a paper entitled **“A Comparative Study on effect of Job Characteristics on stress of IT – Professionals & IT – Teachers with special reference to Chennai”** in the International Conference on “Contemporary Management Practices In Indian Business Scenario (INCCMPIBS – 2013)” organized by Hindustan College of Arts & Science Coimbatore, on 23rd January 2013.
- ❖ Presented a paper entitled **“Change in the Digital Age ”** in the International Conference on Business Management and Engineering organized by Sahyadri Institute of Management Studies and Research, Affiliated to the University of Pune, on 15th & 16th February 2013.
- ❖ Presented a paper entitled **“Human Resources Audit Strategies ”** in the International Conference on “Contemporary Issues in Management”; organized by the Department Of Business Administration faculty of Science and Humanities, SRM University in Association with The Institute of Company Secretaries Of India (ICSI-SIRC) on 28th & 1st March 2013.
- ❖ Presented a paper entitled **“Occupational Stress among the Banking Employees: An Empirical Study of Nationalised Banks in Chennai ”** in the “International Conference on Emerging Markets and Issues in Management” organized by VIT University, Vellore 19th & 20th April, 2013.
- ❖ Presented a paper entitled **“Strategic Approach to Human Resources Management & Personnel Management”** in the “International Conference on International Business Scenario in Indian Context ” organized by Sacred Heart College (Autonomous) Tirupattur , Vellore 09th & 10th January, 2014.
- ❖ Presented a paper entitled **“Effective Talent Management has become an Essential Strategy For Organizational Success”** in the “International Conference on Competency Building Strategies in Business and Technology for Sustainable Development” organized by Sri School of Business Management, Salem 25th Feb 2014.
- ❖ Presented a paper entitled **“Future Challenges and Barriers of E – Commerce in India”** in the UGC Sponsored International Seminar on “ Management Perspective on

Globalization, Technology & Innovation ” organized by the Department of Management Studies, University of Madras on 18th & 19th March 2016.

- ❖ Presented a paper entitled **“The Impact of Green Marketing Strategies for Sustainable Business Growth, Customers Satisfaction and Environmental Safety”** in the UGC Sponsored International Conference on “Innovative & Sustainable Business Practices” organized by the Department of Management Studies, University of Madras on 10th February 2017.
- ❖ Presented a paper entitled **“A Study on Impact of Payment Bank with special reference to Chennai”** in Two Day International Virtual Conference on “E-Commerce and Covid-19: The Innovations, Challenges, Solutions and Opportunities.” Organized by Department of Commerce, Rathinam College of Arts and Science, Coimbatore in association with iNurture Education Solutions Pvt Ltd and Malaysia University of Science and Technology, Malaysia held from 22.03.2021 to 26.03.2021.

PUBLICATIONS IN PEER REVIEWED IN NATIONAL/INTERNATIONAL JOURNALS

- ❖ **“The Impact Of Effective Customer Relationship Management (CRM) On Customer Loyalty In The Hotel Industry:- A special case study of Le Royal Meridian Hotel Chennai,** paper published International Journal of Commerce & Management Research (PIJCMR) Issue No:2 ISSN No – 2321 3604 July – September 2013.
- ❖ **“A Study On Relation Between Customer Relationship Management (Crm) To Enhance Bank Performance Through Continuous Product Development” (A Case Study of Banking Sector in Chennai)** paper published International Journal by Sree krishna deveraya Institute of management.
- ❖ **“The linkage between CSR initiatives with financial performances: analysis from pharmaceutical industry in india”,** paper published Asian Journal of Mutidimensional Research (AJMR) Issue No: 12 ISSN No – 2278 4853 December 2013.

- ❖ **The Impact Of Green Marketing Strategies For Sustainable Business Growth, Customers Satisfaction And Environmental Safety**” paper published *Multidisciplinary Global Journal of Academic Research (MGJAR)(ISSN:2394-1758) Impact Factor: 2.0674
- ❖ **“Strategic Approach to Human Resources Management & Personnel Management ”** Journal published * Indian International Research Journal of Management Studies and Social Science (IIRJMS) Volume 1/ Number 1/ March 2014 (ISSN:2348-344X)
- ❖ **“E – Commerce & Supply Chain Management Fitting the pieces Together”** Journal published * International Journal of Business Intelligence & Innovations (IJBII) Special Volume Issue 3 January 2016 (ISSN:2348-4705)
- ❖ **“Future Challenges and Barriers of E – Commerce in India”** Journal published * International Journal of Business Intelligence & Innovations (IJBII) Special Volume Issue 4 March 2016 (ISSN:2348-4705)
- ❖ **“Contemporary Issues & Challenges in Human Resources Management”** Journal published * International Journal of Business Intelligence & Innovations (IJBII) Special Volume Issue 4 March 2017 (ISSN:2348-4705)
- ❖ **“ Impact of GST on E-Commerce & Indian Economy Opportunities and Challenges”** Journal published * International Journal of Research in Advent Technology (IJRAT) Special Issue March 2019 (ISSN:2321-9637) Impact Factor: 5.153
- ❖ **“An Empirical Study on the Role of Enterprise Resource Planning Systems (ERP) in Improving Customer Relationship Management (CRM) with special reference to Reliance Company PVT LTD in Chennai”** Research Paper Published * International Indexed and Referred Journal . Journal Published Volume – 14 Issue – 6- November – December 2019 of GIS Business with ISSN : 1430 – 3663 . UGC Approved Sr. No. 27917. Journal is Indexed in Scopus.
- ❖ **“To study the causes and protection of cyber-crime: theoretical frame works in overall nation”** Paper Published * International Journal of Scientific & Technology Research Volume 8, Issue 10, October 2019. ISSN 2277- 8616.
- ❖ **“Linkage between Altman Z score and other financial performances of Ashok Leyland Limited in India – Comparative Analysis”** Paper Published * International Journal of Science

and Management Studies (IJSMS) Volume: 3 Issue: 4 July to August 2020 www.ijmsjournal.org
E – ISSN: 2581- 5946.

- ❖ **“Financial Performance of Ashok Leyland Limited – Du Pont Analysis”** Journal Published * PARISHODH Journal UGC Care List – Group I Volume IX, Issue II, February 2020. ISSN: 2347 6648. Impact Factor - 6.3.
- ❖ **“COST ACCOUNTING SYSTEMS STRUCTURE AND INFORMATION QUALITY PROPERTIES: AN EMPIRICAL ANALYSIS”** Journal Published European Journal of Molecular & Clinical Medicine open access Scopus Indexed Journal (Formerly handled by Elsevier) Volume 7, Issue 8, 2020. ISSN: 2515-8260.

NATIONAL PAPER PUBLISHED

- ❖ Presented a paper titled **“A Study on Training and development of Employee in NTPC LTD at Vallur in North Chennai”** in the National Seminar organized by Sacred Heart College (Autonomous), Tirupattur on 11th February 2013.
- ❖ Presented a paper titled **“Emerging Trends in HR Practices: The Road Ahead”** in the National Seminar organized by the University of Madras & UGC Sponsored Chennai, on 15th March 2013.
- ❖ Presented a paper titled **“The Impact of Occupational Stress on Quality of Work Life among the staff of Professionals in Chennai”** in the National Seminar on “Melting Indian Rupee” organized by Ranippetai Engineering College on 18th & 19th September 2013.
- ❖ Presented a paper titled **“A Study on Occupational Stress & Organizational Commitment in Private Sectors Banks: A Case Study on South Region Of Chennai”** in the National Seminar on “Innovative and Challenging Strategies in Management” organized by Kongunadu Arts and Science College (Autonomous), Coimbatore on 20th September 2013.
- ❖ Presented a paper titled **“E – Commerce & Supply Chain Management”** in the National Conference on “3R – Recruitment, Reward & Retention” organized by The New College (Autonomous), Chennai on 21st Jan 2016.

- ❖ Presented a paper entitled “**Contemporary Issues & Challenges in Human Resources Management**” in the UGC Sponsored National Level Seminar on “ Challenges for Human Resources Management in the Changing Environment” organized by the Department of Adult & Continuing Education, University of Madras on 24th March 2017.

WEBINAR IN NATIONAL & INTERNATIONAL

- ❖ “Post Lock down Economy-Employment and Empowerment” One day webinar on 04/05/2020 was conducted by Department of Business Administration, Patrician College of Arts & Science, Adyar and Chennai.
- ❖ “Examination in the wake up Covid 19” Possible Solution in line with UGC Guidelines Published on 29th April 2020 One day webinar on 08/05/2020 was conducted by Department of Commerce Shift – II, Patrician College of Arts & Science, Adyar and Chennai.
- ❖ “Data Analytical and Real Time Application” One day webinar on 13/05/2020 was conducted by Department of Computer Application, Patrician College of Arts & Science, Adyar and Chennai.
- ❖ Participated One day Webinar on “ Understanding Tele – Counselling” on 15th May 2020, Organised by Department of Psychology, Patrician College of Arts & Science, Adyar, and Chennai.
- ❖ “COVID-19 POST LOCK DOWN: STRENGTHENING SOCIAL, ECONOMIC AND PSYCHOSOCIAL RESILIENCE” One day Webinar on 22/05/2020, Organised by Department of Social Work, Patrician College of Arts & Science, Adyar, and Chennai.
- ❖ Participated One day Webinar on “My Life My Pride My Career” on 18th May, 2020 Organised by Department of Accounting & Finance Shift – II, Patrician College of Arts & Science, Adyar, and Chennai.
- ❖ "Challenges and Prospects of Employability and Skills required Post Covid 19" on 18/05/2020, One day webinar was organised by Source Hub, Patrician College of Arts & Science, Adyar and Chennai.
- ❖ "Intellectual Property Rights and Basics of Patent practices in India" on Saturday, 16th May 2020, One day webinar was organised by Mechanical Engineering Department & Institutions Innovation Council, St. Peter’s College of Engineering and Technology, Avadi, Chennai.
- ❖ One day National webinar on "Impact of Covid-19 on Investor Behaviour” on 23.05.2020, organised by Department of Commerce Shift – I in Association with IQAC, Patrician College of Arts & Science, Adyar and Chennai.
- ❖ Participated One day National webinar on "Impact of Covid on Future of Commerce & Management Education – Insightful Discussion” on 15th July 2020, organised by Department of

Commerce & Management Studies. In association with IQAC, St. Thomas' College (Autonomous) Thrissur.

- ❖ Participated One day National webinar on "Finance Act 2021 – Key Changes in Direct Tax Proposals" on 15th March 2021, organised by Department of Corporate Secretary ship, Patrician College of Arts & Science, Adyar and Chennai.
- ❖ Participated One day webinar "Introduction to the Securities Market and Role of Depository" on 26th March 2021, Organised by Patrician Institutions Innovation Cell (PIIC) & Entrepreneurship Development Cell in association with the Department of Commerce (shift II), Patrician College of Arts & Science, Adyar and Chennai.
- ❖ Participated One day Webinar on "IMPACT OF COVID-19 ON GLOBAL ECONOMY" on 15th May 2020, Organised by Inspira Research Association, Jaipur and Indian Accounting Association, Jaipur Branch.
- ❖ Participated One day Webinar on "Psychological Strategies to Overcome COVID – 19" on 15th May 2020, Organised by SRM INSTITUTE OF SCIENCE & TECHNOLOGY, FACULTY OF SCIENCE & HUMANITIES, VADAPALANI CAMPUS, Chennai.
- ❖ Participated One day National Level Webinar on "Entrepreneurial Challenges & Opportunities" on 20th May 2020, Organised by Entrepreneurial Development Club, Rathinam College of Arts & Science (Autonomous), Coimbatore.
- ❖ Participated One day NATIONAL WEBINAR ON "SILVER LINE BEHIND THE DARK CLOUDS EXPLORE OPPORTUNITIES DURING COVID-19 PANDEMIC" on 21st May 2020, Organised by Department of Business Administration, Faculty of Arts and Science, Bharath Institute of Higher Education and Research, Chennai.
- ❖ Participated One day National Level Webinar on "Impact of COVID-19 on Investor Behaviour" Organised by Department of Commerce Shift- I, Patrician College of Arts & Science, Adyar and Chennai on 23rd May 2020.
- ❖ Participated One day National Workshop through Webinar on "Role of MSME for Entrepreneurial and Incubation" Organised by Patrician Institution Innovation Cell, Patrician College of Arts & Science, Adyar and Chennai on 22nd May 2020.
- ❖ Participated One day Workshop through Webinar on "COMMUNICATION SKILLS, RESUME SKILLS AND INTERVIEW SKILLS" Organised by Dept. of Human Resource Management, D.G Vaishnav College (Autonomous) Chennai on 25th May 2020

- ❖ Participated One day National Research Webinar on “Research Design” on 6th June 2020, Organised by The Global Association of Social Sciences and The International Research Journal of Social Sciences and Humanities, Indore School of Social Work, Indore, Madhya Pradesh.
- ❖ Participated One day Nation Level Webinar on “Digital Marketing for Business and Career Growth” on 6th June 2020, Organised by Skills123 in association with National Foundation for Entrepreneurship Development (NFED), Coimbatore and Tamil Nadu.
- ❖ Participated One day Nation Level Webinar on “Quantitative Techniques in Economics Science” on 3rd June 2020, Organised by Department of Economics, VELS Institute of Science Technology and Advanced Studies (VISTAS).
- ❖ Participated Three days International Webinar on “The Role of ICT in Education Sector and its Impacts on Students, Faculties and Policy Makers” Organised by Department of Business Administration, St.Joseph's College of Arts and Science (autonomous) Cuddalore from 01-06-2020 to 03-06-2020.
- ❖ Participated One day national workshop through webinar “Role of NABARD in Entrepreneurship” 30th May 2021, Organised by Patrician Institutions Innovation Cell (PIIC) in association with NABARD, Patrician College of Arts & Science, Adyar and Chennai.
- ❖ Participated in the Online Webinar on “IMPACT OF COVID-19 ON INDIAN ECONOMY” Organised by Department of Economics, Kristu Jayanti College (Autonomous), Bengaluru on 13th May, 2020.
- ❖ Participated Webinar on “Progressive Social Work in Post COVID Era” Organised by Department of Social Work, PSG College of Arts & Science(Autonomous) Coimbatore on 19th May 2020.
- ❖ Participated Webinar on “ESSENTIAL QUALITIES OF EFFECTIVE TEACHERS IN HIGHER EDUCATION” Organised by Department of Commerce (General), VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS), Chennai on 09/06/2020.
- ❖ Participated National Level Webinar on “Issues and Challenges faced by Consumers during COVID-19” Organised by Department of Commerce (Shift – II), Sacred Heart College (Autonomous), Tirupattur on 09th June 2020.
- ❖ Participated Webinar on “Enhancing Immunity Naturally” Organised by Arasu Women’s College, Karur on 21st may 2020.
- ❖ Participated Webinar on “Variables and Measurement” Organised by The Global Association of Social Sciences, Indore School of Social Work, Indore, Madhya Pradesh on June 28, 2020.
- ❖ Participated International Webinar on “Approaches on Online Teaching and Assessment Methods” Organised by Department of Commerce (Shift II) & IQAC, Patrician College of Arts & Science, Chennai on 4th July 2020.

FACULTY DEVELOPMENT PROGRAMME (FDP)

- ❖ “Recent Trends in Colour Image Processing” One day Online FDP on 11/05/2020 was conducted by Department of Computer Application Shift – II, Patrician College of Arts & Science, Adyar and Chennai.
- ❖ Online FDP on Fuzzy Sets and Systems on 16th May, 2020, was conducted by Department of Mathematics Shift – II, Patrician College of Arts & Science, Adyar, and Chennai.
- ❖ Two day Online Faculty Development Programme (FDP) on Project Proposal for Funding Agencies (UGC STRIDE & ICSSR IMPRESS): Preparation & Submission Protocol on 16.05.2020 and 17.05.2020, was conducted by Patrician College Research Committee, Patrician College of Arts & Science, Adyar, and Chennai.
- ❖ One week National Level Faculty Development Programme on “Effective & Quality Research Writing” from 7th to 13th June, 2020, Organised by Department of Commerce (Shift II) in association with IQAC, Patrician College of Arts & Science, Adyar, and Chennai.
- ❖ Participated Five Day International Faculty Development Programme on “New Age Teaching” Organised by Department of Commerce (Shift I) in association with IQAC, Patrician College of Arts & Science, Adyar and Chennai from 15.06.2020 to 19.06.2020.
- ❖ Participated Seven Day International Faculty Development Programme on “Libraries' Response to COVID 19: Enhanced Online Library Services” Organised by SHPT School of Library Science SNDT Women University, Mumbai from 12.05.2020 to 18-05-2020.
- ❖ Participated One week Faculty Development Programme on “Engineering and Management Teaching Pedagogy- an Industry Perspective” Organised by Department of Management Studies & Department of Mechanical Engineering, Sri Sairam Institute of Technology, Chennai 11th may to 16th May 2020.
- ❖ Participated Five Day National level Interdisciplinary Faculty Development Programme on “Recapitulating Billion Years of Bharathiya Wisdom for Molding Millennials” Jointly Organised by Arasu College of Arts & Science from 08-05-2020 to 12.05.2020.
- ❖ Participated One Day International Faculty Development Programme on “Fuzzy Sets and System” Organised by Department of Mathematics (Shift II), Patrician College of Arts & Science, Adyar and Chennai ON 16TH May 2020.

- ❖ Participated One Day FDP on "My Life My Pride My Career" Organised by Department of Accounting & Finance (Shift II), Patrician College of Arts & Science, Adyar and Chennai ON 18th May 2020.
- ❖ Participated One Day Faculty Development Programme on "Recent Amendments in Companies Act, 2013" Organised by Department of Commerce, The New College (Autonomous) Chennai on 27th May 2020.
- ❖ Participated 4 Days Faculty Development Program & Management Development Program on "ACADEMIC ENHANCEMENT ON RESEARCH METHODOLOGY" Organised by Inspira Research Association(IRA) & LBSPG College, Jaipur on 29th May 2020 to 31st May 2020
- ❖ Participated One week Faculty Development Programme on "Effective and Quality Research Writing" Organised by Department of Commerce (Shift II) in association with IQAC, Patrician College of Arts & Science, Adyar and Chennai from 7th June to 13th June 2020.
- ❖ Participated One Week International Faculty Development Programme on "Challenges in Restructuring the Innovative Teaching Learning Techniques" Organised by Department of Commerce, Auxilium College, Vellore, Tamil Nadu from 2nd June to 8th June 2020.
- ❖ Participated Three Days National Level Faculty Development Programme on "Workplace Enhancement" Organised by Department of MA HRM, Soka Ikeda College of Arts & Science for Women, Chennai from 27th May to 29th May 2020.
- ❖ Participated Seven Days National Level Faculty Development Programme on "PEDAGOGICAL METHODS SUITABLE FOR A PANDEMIC SITUATION: A WEBINAR SERIES" Organised by Department of Economics, Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi from 27.05.2020 to 02.06.2020.