



# Dr. R.M. DURAIARASAN

M.Com., M. Phil., Ph.D.  
Assistant Professor

## CAREER OBJECTIVE

To improve my insight in the broad area of commerce for the purpose of to propose creative idea to the student's community.

## AREAS OF EXPERTISE

- Banking and Finance
- Research Methodology
- Human Resource Management
- Income Tax Law & Practice
- Financial Accounting
- Marketing Management

## GUIDESHIP

**M.Phil at University of Madras**

### GUIDED

**12 M.Com Project guided under my guidance**

## CERTIFICATIONS

**National Eligibility Test (NET - 2013)**  
Commerce, University Grants Commission, New Delhi

**State Eligibility Test (SET - 2017)**  
Commerce, Mother Teresa Women's University, Tamil Nadu

## CONTACT INFORMATION

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Kuberan Nagar Extn, Madipakkam  
Chennai – 600 042, Tamil Nadu.

## CAREER SUMMARY

### Assistant Professor

*Department of Commerce, Patrician College of Arts & Science, Adyar, Chennai - 600 020.*

- Teaching Under-Graduates and Post-Graduates Students of Commerce
- Mentoring Commerce Students for Career Guidance & Professional Skills
- Organizes numerous Workshops, FDP, Conferences, Seminars & Webinars etc.,
- Researcher-Cum- Resource Person for Research Methodology Workshops

## EDUCATIONAL BACKGROUND

### Doctor of Philosophy (Commerce) - 2012- 2016

*University of Madras, Chennai*

- Thesis Titled "*Role of Workforce Diversity and Job Involvement on Organizational Effectiveness (A Study with Special Reference to Manufacturing Companies in Chennai, Kancheepuram and Tiruvallur Districts)* "
- Full - Time Research Scholar - Department of Commerce, School of Business & Management Studies
- University Research Fellow (2014-2017)
- Teaching for Post-Graduate and Pre-Doctoral Students (M.Com & M.Phil).

### Master of Philosophy, Class of 2012

*University of Madras, Chennai*

- Dissertation Titled "*Impact of Television Food Advertising on Children Obesity in Chennai City* "
- Full - Time Research Scholar, Graduated with First Class with Distinctions

### Master of Commerce (General) - 2011

- *University of Madras, Chennai, Graduated with First Class*

### Bachelor of Corporate Secretaryship - 2009

*Presidency College (Autonomous), Chennai, Graduated with First Class*

## COORDINATOR

### Research Committee (2019-2020)

Patrician College of Arts & Science

## ORGANIZED

- 7 Day International Professional Development Program on SPSS from 21.06.2021 to 27.06.2021, Patrician College of Arts and Science, Chennai.
- Faculty Development Programme on Project Proposals for Funding Agencies (**UGC STRIDE & ICSSR IMPRESS**): Preparation and Submission Protocol from 16.5.2020 to 17.05.2020.
- Workshop on Research and Funding on 16<sup>th</sup> August 2019, Patrician College of Arts and Science, Chennai.

## RESOURCE PERSON

- Online Workshop on Research IDs Creation, organized by PG & Research Department of Commerce in Association with Patrician Research Committee on 03.07.2021
- Faculty Development Program on Quality of Modern Research 2020 at Dr.M.G.R. Educational and Research Institute, Maduravoyal, Chennai.
- Chair Person for Paper Presentation at Dr.M.G.R. Janaki College of Arts & Science, Adyar, Chennai, 2019.

## FELLOWSHIPS

### University Research Fellowship (2014-17)

Department of  
Commerce University of  
Madras, Chennai

## SELECTED PUBLICATIONS

- *Customer Perception of Financial Inclusion through Pradhan Mantri Jan Dhan Yojana (Pmjdjy)*, *International Journal of Psychosocial Rehabilitation*, Volume, 24, Issue 6, pp. 13168-13174. May 2020. (Indexed in SCOPUS).
- *Application of Goods and Services Tax (GST) in India (With Reference to Perception of Consumer in Chennai City)*, *International Journal of Recent Technology and Engineering (IJRTE)*, Volume 8, Issue 4S3, pp. 323-328. 2019. (Indexed in SCOPUS).
  - *Impact of Pre and Post Demonetization on Indian Banking Sector*, *Journal of Emerging Technologies and Innovative Research (JETIR)*, Volume. 6, Issue 1, pp- 111-118, 2019. (IUGC Care listed).
  - *An empirical study on relationship between causes and effects of employee turnover in Indian manufacturing industry*, *International journal of research in advent technology, special issue 2019*. (Indexed in SCOPUS).
  - *Impact of Job Involvement on Organizational Effectiveness: A Study with Special Reference to Manufacturing Companies in Chennai, Tiruvallur and Kancheepuram Districts*, *International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH)*, Volume 208, April 2017 (UGC Care listed).
  - *An Empirical Study on Television Food Advertising among Children (A study with special reference to Chennai city)*, *International Research of Management and Humanities*, Volume 28, Issue 4, pp 58-64, 2017.

## SELECTED PARTICIPATION

- *Two Weeks Faculty Development Programme on "Managing Online Classes and Co- Creating MOOCs 3.0"*, organised by Teaching and Learning Centre, Ramanujan College, University of Delhi, Delhi under the agencies of MHRD, Government of India. held on 25th July - 10th August 2020.
- *Two Weeks Faculty Development Programme on "Advanced Concepts for Developing MOOCs"*, organised by Teaching and Learning Centre, Ramanujan College, University of Delhi, Delhi under the agencies of MHRD, Government of India. held on 2nd July - 17th July 2020.

## ACADEMIC ENGAGEMENTS

**Total No. of Paper Publications - 13**

**Total No. of Seminar/Conference Participation - 12**

**Total No. of FDP/Workshops Participation - 24**

**Resource Person/ Lectures Delivered - 3**