

STAFF PROFILE

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Name : Dr. Y. NATARAJAN

Designation : Assistant Professor

Date of Entry into Service : 16.06.2016

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Education : M.Com., M.Phil., PGDCA, Ph.D.

Areas of specialization : Special Accounts
Partnership Accounts
Special Accounts
Insurance
Investment Management

Projects undertaken

Title of the Project	Name of the funding Agency	Duration	Completed/Ongoing	Amount	Remarks

Seminars Organized

Title of the Seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/International	Co-ordinator/Convener

Seminars, Workshop and Conferences Attended

Seminar Attended and Paper Presented

IQAC – Use of ICT Tools in class room Teaching	---	Madura College IQAC	20 th December 2018	Participated
ICFAI - FDP	Innovative Approaches for Teaching and Evaluation	ICFAI Business school	24 th August 2018	Participated
ICM	Cashless Economy	Institute of Cooperative Management	15 th March 2017	Participated
International Seminar on Demonetisation – causes and consequences	Demonetisation causes and Consequences on Stock Market	Dr.Zakir Husain College.	23 rd February 2017	Paper Presented
National Seminar On Companies Act 2013 – Towards Corporate Excellence	Corporate Social Responsibility In Indian Scenerio	Devanga College (Autonomous) Aruppukkottai	8 th January 2015	Paper Presented
National Seminar On “Higher Education In India- During The Plan Periods”	Education System & Changing Scenario in India	MannarThirumali Naicker College	22 nd August 2014	Paper Presented
National Conference on Emerging Trends in Brand Management	Brand Identity	SNR Institute of Management Studies College Coimbatore	National Level on 15 th March 2014	Paper Presented
National Conference on Financial Inclusion – Strength, Weakness & Trend	The Role of Micro Finance towards Financial Inclusion	Sri Kaleswari College, Sivakasi	25 th & 26 th February 2014	Paper presented
National Seminar on Inclusive Banking Through Technology	Fusion of Tradition and Technology – Rural India	Periyar E.V.R. College, Tiruchirappalli	21st February 2014	Paper presented
National Conference on Modern Trends & Development Strategies in Indian Business	Opportunities & Challenges for Mutual Fund in India	Sri Ganesh College of Arts & Science, Salem	19th February 2014	Paper presented
International Seminar on Trends in Global Economy and Economic Reforms in India	Role of RBI – Monetary Funds & fiscal Policies.	Hindusthan College of Arts and Science, Coimbatore	7th February 2014.	Paper presented
State Level Seminar on Changing Face of Indian	Fluctuating Gold Prices – Impact	Maharaja Arts & Science College –	State Level 4th October	Paper presented

Financial System	on Indian Economy	Coimbatore	2013.	
National Seminar on Emerging Issues in Services Marketing	The Role of Service Sector in Tourism	St.Xavier's College (Autonomous) Palayamkottai	National Level 27th September 2013	Paper presented
State Level Seminar on Problems and Challenges of Micro and Small Enterprises	Performance of MSME in Indian Economy	Government Arts College (Autonomous) Karur	State Level 6th March 2013	Paper Presented
National Conference on Renewable Energy Management	Efficient Energy Management	Arul Anandar College (Autonomous), Karumathur, Madurai	National Level 15th Feb 2013	Paper Presented
State Level Seminar on Foreign Direct Investment in Retail Trade – A Road Ahead	FDI in Agricultural Sector	MannarThirumala iNaicker College, Pasumalai, Madurai	State Level 2nd Feb 2013	Paper Presented
National Seminar on The Role of RBI in Credit Control Measures in the Present Era	Financial Inclusion in India	RathinavelSubramaniam College of Arts and Science - Coimbatore	National Level 31st Jan 2013	Paper presented
National Seminar on “Global Changes and Sustainable Consumption Issues and Challenges	Consumer Rights & Protection	ManonmaniamSundaranar University, Tirunelveli.	National Level 24th& 25th February 2012	Paper presented
“Emerging Trends in Cost Management in the Global Scenario”	Participant	Lady Doak College, Madurai.	13th February 2012.	Participant
National Level conference on “E.Business”	Challenges and Opportunities in E.Business	Dhanalakshmi Srinivasan College of Arts & Science for Women, Perambalur	National Level 25th January 2012	Paper presented

Research Publication:**Papers Presented and Published in various Seminars/Conferences:****International Level: National Level : ; State Level: 04**

Name of the Seminar	Title of the Paper Presented & Published	Venue	State / National/ International Date	Details
International Conference on “Contemporary Issues, Challenges and Recommendations on Digitalization”	From Paper to magnetic chips – The concept of Digitalized India	Mannar Thirumalai Naicker College, Madurai - International Journal of Research and Analytical Reviews	4 th January 2019	ISSN:2349 – 5138 E.ISSN: 2348-1269
National Conference on Transformation of Youth – A Lead to Skilled and Developed in India	India Glory - Startup	Virudhunagar Hindu Nadars’ Senthilkumara Nadar College, Virudhunagar	27 & 28 th February 2018	ISBN: 978-93-81723-81-4
National Conference on Prospects of Micro, Small & Medium Enterprises in Indian Scenario	MSME – A path to Economic Development	The American College	16 th February 2018	ISBN:978-93-68712-19-6
National Seminar on Women Entrepreneurship in comprehensive Environment – A Paradigm Shift in Indian context	Growth of Women Entrepreneurs in India	V.V.Vanniaperumal college for Women, virudhunagar	7 & 8 th February 2018	ISBN: 978-81-935892-05
International Conference on Innovative and Emerging Strategies in Commerce	Study of Block Chain	Women’s Christian College , Nagercoil	05 th January 2018	ISSN:2349 - 5684
National Level Conference on Changing Paradigms in Indian Business	Logistics in India – the Road Ahead	NGM College, Pollachi	24 & 25 th March 2017	ISBN 978-81-933882-0-4

International Conference on Emerging Trends in Business Models and Techniques	Customer Relationship Management in Hospitality Sectors	St.John's College, Tirunelveli	3 rd March 2017	ISSN 0975-2817
National Conference on Impact of Demonetisation in India	Demonetisation Marching from Paper Currencies to Plastic Card Currencies	Rev.Jacob Memorial Christian College, Ambilikkai.	15 th February 2017	ISBN 819333167-2
National Conference on Goods and Services Tax	GST A Traversed Road to India	VHN Senthil Kurara Nadar College, Virudhunagar	19 th January 2017	ISBN 978-93-81723-61-6
International Conference on Business Innovation & Sustainable Development	Global Economic Crises and its impact in India	Nehru Institute of Technology, Coimbatore	4 th October 2016	ISSN 2230 – 7974
National Conference on Innovation Needed in Commerce, Economics and Management to Meet the Present Crises and Craze	Wheels of Logistics in India	Mangayarkarasi College of Arts and Science for Women	24 th September 2016	ISSN 2349-8684
International Conference on Sustainability for Business Initiatives, Ideas & Challenges	Traditional Family Business Sustainability to Gen 'Y' in the Modern Business World	Mother Teresa Women's University, Kodaikanal	1 st September 2016	ISBN : 81-86520 -27 -9
National Seminar on New Dimensions of Management in the Globalized Era	Customer Relationship Management in Hotel Industry	Madurai Kamaraj University Department of Management Studies	31 st March 2016	ISBN: 978-93-85977-05-3

National Conference on Impact of Globalisation on The Prospects of Indian Banking Sector	Growth of FDI Inflows in the World and in India	Vivekananda College (Autonomous) Thiruvadakam West	23 rd & 24 th January 2015	ISBN: 978-93-80657-29-5
National Level Seminar on Productivity Enhancement Strategies	FDI In The Indian Pharmaceutical Industry	The American College (Autonomous)	10 th October 2014	ISBN: 978-93-80657-60-8
International Conference on Impact of Globalisation on Indian Financial System	Housing finance - Determinants and their Relationship in the Selection of Financial Institution – a Case study on Non-Banking Housing Finance Companies in Madurai Dist.	Vivekananda College (Autonomous)	30 th August 2014	ISSN: 2320-4168
National Seminar on Economics of Inflation Dynamics	Tyranny Of Inflation And Economic Crisis In India	Thiagarajar College (Autonomous)	21 st & 22 nd August 2014	ISBN: 978-93 - 80686-35-6
International Conference on Emerging Paradigms in Management	Global Financial Crisis	Vivekanandha Institute of Informtion& Management Studies,	27 th & 28 th February 2014	ISBN: 978-93-80686-96-7

Research		Tiruchengode		
International Conference on Competency Building Strategies in Business and Technology for Sustainable Development	Women Empowerment Through Entrepreneurship - A Boon to Development	Sri Ganesh School of Business Management, Salem	25 th February 2014	ISSN No: 2320 9892 Vol – 2 Issue – 3 April - 2014
International Seminar on Health Economics & Management	India – A Sanctuary for Medical Tourism	Rajah Serfoji Government College (Autonomous) Thanjavur	30th & 31th January 2014	ISSN: 2277-1158
National Seminar on Emerging Trends in Marketing of Services	Culture and Enjoyment - The Role of Service Sector in Indian Tourism	The American College – Madurai	17th October 2013	ISBN: 978-93-80686-89-9
National Seminar on Financial Inclusion For Inclusive Growth – Issues And Challenges	Banking At Doorsteps: The Role of Banks in empowering The Rural Poor Towards Financial Inclusion	Periyar EVR College, Trichy	National Level 30th April 2013.	ISSN No:0975-9999 SELP Journal of Social Science Vol.IV Issue No:16, (April –June 2013): 97-100.
National Conference on Emerging Trends in Human Resource Practices in India	Traditional to Technological – HRM to E-HRM	SNR Sons Institute of Management Studies College Coimbatore	National Level on 10th April 2013	ISBN: 978-93- 5104-4
International Seminar on Building Management Model for Sustainable Growth – Challenges and Opportunities	Showcasing India’s Heritage – The Impact of FDI on Indian Tourism	Vivekanandha Institute of Informtion& Management Studies, Tiruchengode	International Level on 12th & 13th April 2013	ISBN: 978-93-80686-36-3

National Seminar on Financial Inclusion for Inclusive Development	FI – Lighting the Lives of Rural Poor	AyyaNadar Janaki Ammal College (Autonomous) Sivakasi	National Level 15th & 16th March 2013	ISBN: 978-93-83191-00-0
National Seminar on Bio-Degradable Waste - Environmental Issues and Sustainability	Craft and Sustainability	Sri Meenakshi Government Arts College for Women (Autonomous) Madurai	National Level 15& 16th Feb 2013	ISBN: 978-93-80686-20-2
International Seminar on Contemporary issues and Challenges of Indian Business in Global Scenario	Housing Finance – Determinants and their Relationship in the Selection of Financial Institutions – A Case study of Non-Banking Housing Finance Companies	Jamal Mohamed College (Autonomous) Trichy	International level 13 & 14 Feb 2013	ISBN- 978-93-81521-28-1
National Level Conference on International Trade After the Economic Crisis Challenges and Opportunities	International Financial Regulation	NadarSaraswathi College of Arts and Science – Theni	National Level 1 st & 2 nd Feb 2013	ISBN -978 81 - 83715324
National Seminar on Micro Finance	The Role of Micro Finance Towards Financial Inclusion	Holy Cross Home Science College- Thoothukudi	National Level 29 th Jan 2013	Proceedings Published
National Conference on Inclusive Growth and Women Empowerment	Challenges to Inclusive Growth	The Standard Fireworks Rajaratnam College for Women- Sivakasi	National Level 14 th & 15 th Dec 2012	ISBN – 81 85517894
National Level Seminar on Contemporary Issues in Business Practices - 2012	Initiatives in Banking Sector for Financial Inclusion	Kongunadu Arts and Science College - Coimbatore	National Level 29 th Sept 2012	ISBN – 97893 82338185

International Conference on Business Innovations in the Globalisation Era	Effective Management of E-Waste	A.V.V.M. Sri Puspham college – Poondi, Thanjavur	International Level 22 nd Sept 2012	ISSN No-0975-3915
National Seminar on “Emerging Issues on Service Sector”	Role of Banking in Customer Service	A.V.V.M. Sri Puspham college – Poondi, Thanjavur	National Seminar 10 th March 2012.	ISBN No- 978-93-80509-05-1
National Conference on “Recent Trends in Indian Services Marketing”	Indian Finance Service Sector	Holly Cross College (Autonomous), Tiruchirappalli.	National Conference 8 th & 9 th March 2012.	ISBN No- 978-89-922545-0-0
National Level Seminar on “Emerging Trends in Indian Banking Sector”	Role of Banks in Customer Service: An Analysis	ArulmiguPalaniandavar College of Arts and Culture ,Palani.	National Level 17 th February 2012.	Proceedings Published
National Seminar on Financial Inclusion	Role of Banks in FI	St.Xavier’s College (Autonomous) Palayamkottai	National Seminar 9-10 February 2012	ISBN No:978-81-909192-3-4

Research Activities

Degree	No. Awarded	No. Submitted	No. Guiding
M.Phil.,	2		2
Ph.D.,(Part-time)			
Ph.D. (Full-time)			

Details of Invited Lecture / Resource Person

Place	Date	Sponsoring Agency	Topic	Audience type	International/National/State Level

Academic council/Board of Studies Member

Institution	For a period of	Dept.

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Honours Achieved

Agency	Recognition IN/National/State	Cash award if any(Amount)	For the service of

Service in Extra Curricular Activities (NSS/NCC/AEEP/YRC/MCCA/Club etc.)

Whether NSS/NCC/AEEP/YRC	Period
NSS Programming Officer	2013-16

Reviewer/editor of a journal

Title of the Journal	ISSN No. if any	International/ National/State	Impact factor/h- index

Details of Orientation and Refresher attended

Orientation/Refresher	University/College/Institute at which attended	Duration	
		from	to
Orientation Programme	Bharathidasan University- Trichy	18 th May 2018	14 th June 2018

Any Other Information :