

STAFF PROFILE

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Name : Dr.S.Ramachandran

Designation : Assistant Professor



Date of Entry into Service : 01-08-2006

E-mail : srmaduracollege13@gmail.com

Mobile (Optional) : 9003720505

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

Areas of specialization : Marketing, International Trade

Projects undertaken

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

Seminars Organized

Title of the Seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/International	Co-coordinator/Convener
“GLOBAL FINANCIAL CRISES OPPORTUNITIES AND CHALLENGES”	17 th Feb 2010	The Madura College Dept of Commerce	UGC Sponsored National level	Member
“DEMONETIZATION IN INDIA – PROSPECTS AND CHALLENGES”	6 th Jan, 2017	The Madura College Dept of Economics & Commerce	UGC Sponsored National level	Member
“BUSINESS ANALYTICS & BLOCK CHAIN”	28 TH Oct, 2017	The Madura College Depart of Commerce	UGC Sponsored International level	Member
“Banking & Insurance : A Catalyst Towards India’s	31 st August, 2018	The Madura College	UGC Sponsored National level	Member

Vision 2022”		Dept of Commerce		
“Quadruple Business Dimensions in Bottom Line Reporting	6 th Sep, 2019	The Madura College PG Dept of Commerce	UGC Sponsored National level	Participated
Global Perspectives of Professional Accountants	19 th Dec, 2019	The Madura College PG Dept of Commerce & The Institute of Cost Accountants of India	International	Participated

Seminars, Workshop and Conferences Attended

Title of the Seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/International	Organization in which attended
“E- Content development” One day Workshop	11th March, 2011	The Madura College	UGC Sponsored One day Workshop	Attended
Two day Competence Building Programme	6&7 th Feb, 2015	The Madura College	UGC Sponsored	Attended
Self-Financing stream Orientation Programme for Newly Recruited Teachers	26,27 th Sep, 2015	The Madura College Board		Attended
Faculty Development Programme on “Empowering College Teachers with Effective Teaching Skills”	12 th March, 2016	OAA MAVMM School of Management		Attended
New Dimension of Management in The Globalized ERA - 2016	30 th March, 2016	Dept of Management Studies MKU	National	Paper Presented
Assessing The Sustainability Performance on Hotel Industry	1 st Sept, 2016	Mother Teresa Women’s University, Kodaikanal	International	Participated and Presented
Impact of CRM for Effective Management with Special Reference to Hotel Industry	4 th Oct, 2016	Nehru Institute of Technology, Coimbatore	International	Presented

Impact of Demonetization on the Hospitality Industry	27 th Jan, 2017	SVN College Madurai	International	Presented
“Demonetization in Tourism and Hospitality Industry”	6 th Jan, 2017	The Madura College Dept of Economics & Commerce	UGC Sponsored National	Participated and Presented
Impact of Demonetization on the Hospitality Industry	27 th Jan, 2017	SVN College Madurai	International	Presented
NAAC Accreditation Process (3 rd cycle)	4 th and 5 th Sept, 2017	The Madura College		Attended
“Impact of GST on Hospitality Industry”	28 th Dec, 2017	The Madura College Dept of Commerce	UGC Sponsored International	Presented
“Customer Relationship Management in Insurance Sector”	31 st August, 2018	The Madura College Dept of Commerce	UGC Sponsored National	Presented
STUDENT INDUCTION PROGRAMME (2019-20)(Universal Human Values	1 ST and 2 nd July, 2019	The Madura College (Self-Financing Stream)	Under the aegis of UGC Quality Mandate & Madura college Board	Mentoring
One day Workshop on Learning Management System	17 th Oct, 2019	The Madura College (IQAC)	IQAC	Participated

Books Published:

Title of the Book Published	ISBN No.	Publisher if any	Year of Publishing	Authored/Edited

Research Publications:

Title of the Journal	ISSN/ ISBN.NO. if any	Volume No. & Page No. if any	Year	International/ National/State
Customer Relationship Management in Hotel Industry	ISBN:978-93-85977-05-3	211 - 213	March - 2016	National
Assessing The Sustainability Performance on Hotel	ISBN:81-86520-27-9	43-48	September-2016	International

Industry				
Impact of CRM for Effective Management with special reference to Hotel Industry	ISSN:2230-7974	121-126	November -2016	International
Impact of Demonetization on the Hospitality Industry	ISSN: 0976-2949	63,64	January - 2017	International
Demonetization in Tourism and Hospitality Industry	ISSN: 2349-8684	37-39	September -2017	National
Impact of GST on Hospitality Industry	ISSN: 2349-8689	58-60	March-2018	International
Customer Relationship Management in Insurance Sector	E-ISSN: 2456-5571	29-34	January - 2019	National

Research Activities

Degree	No. Awarded	No. Submitted	No. Guiding
M.Phil.,			
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.
SN College Madurai	2019-20	NSS

Honors 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 Programme Officer Unit No, 214	2017 to till the date

Co-Curricular Activities (NSS – PO Unit No.214)

SL.No	Name of the Programme	Organised By	Month & Year
1	Uthiram '18 Marathon	Blood Donors' Club. Madurai Medical College.	6 th July 2018
2	Thirukural and Drawing Competition	Sri Ram ilakkiya Kalagam. Chennai	28 th July -2018
3	A Three Day ToT on “Entrepreneurship Awareness Programme for NSS Programme Officers”	The Department of Youth Welfare Studies, School of Youth Empowerment, Madurai Kamarj University.	4 th February - 2018
4	Women's Day	Denadayal Upathyaya Service Centre. Madurai	08 th March 2018
5	World Yoga Day	Denadayal Seva Samithi. Madurai Dt	2019
6	Pulse Polio Programme	Madurai Corporation	10 th March – 2019

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

Any Other Information: