


## PROFILE

### BASIC INFORMATION

Name	Dr.G.MARUDHARAJ	
Designation & Address	Assistant Professor, PG Department of Commerce, Centre for Higher Research, Govindarajan Campus, Yadava College (Autonomous), Madurai-14.	
Academic Qualification	M.Com (CA)., M.Phil., Ph.D., PGDCE.	
Gender	Males	
Marital Status	Married	
Nationality	Indian	
Religion	Hindu	
Community	Yadava (Backward Community)	
Languages Known	Tamil & English	
Age & Date of Birth	39, 04 <sup>th</sup> May, 1986	
Father's Name	M.Gurusamy	
E.Mail Id	<a href="mailto:gmarudharaj@gmail.com">gmarudharaj@gmail.com</a>	
Residential Address	Ayyanar Koil Street, Sasthri Nagar, Oomachikulam, Madurai-14.	
Contact Number	9786354613	

### EDUCACTION QUALIFICATIONS

S.No	Degree	Institution / University	Year of Passing	Subject
1.	B.Com	SRNM College, Sattur.	2007	Commerce
2.	M.Com	Yadava College (Autonomous), Madurai.	2009	Commerce
3.	PGDCE	Yadava College(Autonomous), Madurai.	2009	Computer
4.	M.Phil	Yadava College(Autonomous), Madurai.	2010	Commerce
5.	Ph.D	Madurai Kamaraj University, Madurai.	2019	Commerce

### DISSERTATION AND THESIS

Year	Course	Title	Institution
2010	M.Phil	“A study on job satisfaction of workers in match factories with special reference to Sattur Taluk”	Yadava College, Madurai.
2019	Ph.D	“Customers perception on the working of Grama Bank” Pandyan	Madurai Kamaraj University, Madurai.

### TEACHING EXPERIENCE

S.No	Designation	Institution	From	To	Total Years
1.	Assistant Professor of Commerce	Yadava College, Madurai-14.	05.07.2010	Till Date	15

### SUBJECT SPECIALIZATION

S.No	Particulars	Subject
1.	Area of Specialization in Commerce	Banking, Marketing, Corporate Accounting, International Business.
2.	Area of interest in Commerce	Financial Accounting, Human Resource Management, Auditing, Entrepreneurship Development, Management Accounting, Principles of Management, Business Organization , Cost Accounting, Insurance.

### POSITION HELD IN YADAVA COLLEGE

S.No.	Name of the Position	Duration
1.	Sub-Warden, Mayor Radhakrishnan Hostel, Yadava College, Madurai.	2010 – 2014
2.	Student Welfare Committee – Member	2023–2025
3.	NSS Programme officer – Unit No.37	2025 – Till Date

### PUBLICATIONS

S.No.	Title of the Paper	Name of the Journal	ISBN/ISSN No.	Volume Issue	Year of Published	Page No.
1.	“Online Marketing of Service in the Globalisation Era”	OMS-2016	ISBN: 978-81-929458-4-2	FIRST	2016	242 to 245
2.	Customers Preference towards Pandyan Gram Bank with special reference to Madurai district.	Shanlax International of Commerce	ISSN: 2320-4168	FIFTH	2017	120 to 124
3.	An Analysis of Deposit and Lending Performance of Pandyan Grama Bank-Tamilnadu	Pavai Publication	ISBN: 978-81-7735-888-9	FIRST	2017	138 to149
4.	Empowerment of Rural Women: Challenges and Opportunities	V.H.N Senthikumar Nadar College, Virudhaunagar.	ISBN: 978-81-951746-1-4	FIRST	2022	38 to 43
5.	Emerging Trends and	Rajapalayam	ISBN: 978-93-	FIRST	2022	117 to

Innovations in Business, Commerce and Management for Sustainable Entrepreneurship	Rajus College, Rajapalayam.	5737-352-4			126
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## PAPER PRESENTATIONS

### International level Seminar:

S.No	Date	Title	College
1.	12 <sup>th</sup> September, 2018	“Performance of Regional Rural Bank in India with special reference to Pandyan Grama Bank, Tamilnadu”	Vivekananda College – Madurai
2.	16 <sup>th</sup> February, 2024	“Skill development, Entrepreneurship and Emerging technologies for International and Indian Youth”	Mannar Thirumalai Naiker College, Madurai.
3.	6 <sup>th</sup> & 7 <sup>th</sup> January, 2025	“Artificial Intelligence in Commerce and Management”	The American College, Madurai.

### National level Seminar:

S.No	Date	Title	College
1.	25 <sup>th</sup> February 2016	“Digital marketing”	S.Vellaichamy Nadar College– Madurai.
2.	15 <sup>th</sup> March 2016	“Growth of Internet Marketing in India”	Sourashtra College - Madurai.
3.	28 <sup>th</sup> April, 2018	“Banking system in India”	Arunai College of Education– Tiruvannamalai
4.	28 <sup>th</sup> September, 2018	“A study of Electronic payment system in India”	Rajapalayam Raju’s College – Rajapalayam
5.	10 <sup>th</sup> March, 2022	“Omni Channel Marketing”	Islamiah College, Vaniyambadi.
6.	23 <sup>rd</sup> January, 2025	“Risk taking and Entrepreneurs and Rise of Artificial Intelligence in Business”	Vivekananda College, Madurai.

### Participation in the State Level Seminar, Workshops and FDP.

S.No	Date	Title	College
1.	11 <sup>th</sup> March, 2016	“Women Entrepreneurship”	Mannar Thirumalai Naicker College– Madurai.
2.	30 <sup>th</sup> July, 2016	“Financial Market Operations and Value Investing”	Ayya Nadar Janaki Ammal College– Madurai.
3.	31 <sup>st</sup> August,	“Value Addition, Evaluation and	Madurai Kamaraj University-Madurai.

	2016	Employability Issues”	
4.	13 <sup>th</sup> October, 2017	“Consumer Awareness Programme on the Goods and Service tax”	Central Goods&Service Tax and Central Excise-Madurai.
5.	28 <sup>th</sup> and 29 <sup>th</sup> Dec, 2018	“CA students Conference”	The Institute of Chartered Accountants of India, Madurai.
6.	01 <sup>ST</sup> to 07 <sup>th</sup> March, 2022	“Entrepreneurship Development”	Syed Ammal Arts and Science College, Ramanathapuram.
7.	19 <sup>th</sup> November, 2025	“Sensitization Against Digital Media Addiction”	Government of Tamil Nadu Department of Youth Welfare and Sports Development.
8.	13 <sup>th</sup> December, 2025	“Export Summit-2025”	Export Promotion Centre (EPC)-Madurai.
9.	3 <sup>rd</sup> December, 2025	“National Youth Festival-2025”	Mannar Thirumalai Naicker College – Madurai.

### Research Colloquium

S.No	Date	Title	College
1.	4 <sup>th</sup> July, 2015	“Customer perception on the working of Pandyan Grama Bank”	Vivekananda College – Madurai.
2.	23 <sup>th</sup> July, 2016	“Customer perception on the working of Pandyan Grama Bank”	Vivekananda College – Madurai.

### WEBINAR

#### International level Seminar:

S.No	Date	Title	College
1.	28 <sup>th</sup> May, 2020	“Mental Wellbeing in Personal and Professional Life”	Nehru Institute of Management Studies, Coimbatore.
2.	29 <sup>th</sup> May, 2020	“Writing proposals for funding Agencies”	Rathinam college of arts & science college, Coimbatore.
3.	20 <sup>th</sup> January, 2021	“Research Methodology in social science – Quality Dimensions”	Alagappa University, Karaikudi.
4.	23 <sup>rd</sup> April, 2021	“Software used in Banking Industry”	Cardamom Planters Association College, Bodinayakanur.

#### National level Seminar:

S.No	Date	Title	College
1.	17 <sup>th</sup> May, 2020	“Where Technology Meets Business: Industry 4.0”	Nehru Institute of Management Studies, Coimbatore.
2.	25 <sup>th</sup> May, 2020	“Rural Development through Entrepreneurship”	Sardar Patel Education Campus, Bakrol.
3.	30 <sup>th</sup> May, 2020	“Entrepreneurship Development”	St. Joseph’s College art and science,

			Cuddalore.
4.	4 <sup>th</sup> to 6 <sup>th</sup> June, 2020	“The Gateway of Learning Techniques”	Dr.M.G.R. Educational and Research Institute, Chennai.
5.	16 <sup>th</sup> February 2021	“Strategies for personal financial Planning”	SVM Arts, Science and Commerce college, Karnataka.
6.	14 <sup>th</sup> June, 2021	“Transformation for Growth”	MMK and SDM Mahila Mahavidyalaya, Mysuru.
7.	22 <sup>nd</sup> July, 2021	“GST-Practical Approach”	PSY Arts and Science College, Sivagangai.
8.	21 <sup>st</sup> September, 2022	“Financial empowerment through wealth creation”	Dr.S&SS. Ghandhy Government engineering College, Gujrat.
9.	11 <sup>th</sup> October, 2022	“Financial empowerment through wealth creation”	International Institute of Lifestyle Management, Kolkata.
10.	24 <sup>th</sup> June, 2025	“Financial Empowerment Through wealth creation”	Raja Ram Chandar Foundation, Lucknow.

### State Level Seminar and Workshops

S.No	Date	Title	College
1.	14 <sup>th</sup> May, 2020	“Digital Marketing Strategic for E-Commerce”	G.T.N. Arts College, Dindigul.
2.	15 <sup>th</sup> May, 2020	“Digital Marketing”	Kovai Kalaimagal college of Arts & Science, Coimbatore.
3.	17 <sup>th</sup> May, 2020	“Cyber crime and preventive measures in Banking”	Nazia college of arts and science, Kariyapatti.
4.	18 <sup>th</sup> and 19 <sup>th</sup> May, 2020	“Export Business”	Ayya Nadar Janaki Ammal College. Sivakasi.
5.	20 <sup>th</sup> May, 2020	“Entrepreneurship in India: Opportunities and Challenges”	National College, Tiruchirappalli.
6.	26 <sup>th</sup> May, 2020	“Branding the small brands”	Bhagwan Mahavir University
7.	5 <sup>th</sup> June, 2020	“Modern Marketing”	GRT Institute of Engineering and Technology, Tiruttani.
8.	12 <sup>th</sup> June, 2020	“Intellectual Property Right”	SMT.Laxmibai Radhakisan Toshniwal College of Commerce, Akola.
9.	15 <sup>th</sup> June, 2020	“Efficient and Exigent Classroom”	Sri Krishnasamy Arts and Science College, Sattur.
10.	17 <sup>th</sup> June, 2020	“Innovation and Technology Entrepreneurship”	Sindhi College of Arts & Science, Chennai.
11.	08 <sup>th</sup> February, 2021	“Foreign Direct Investment in India”	Udala College, Udala.

### Faculty Development Programme

<b>S.No</b>	<b>Date</b>	<b>Title</b>	<b>College</b>
1.	11 <sup>th</sup> to 15 <sup>th</sup> May, 2020	“Art of Effective Teaching”	EXECL College for Commerce and Science, Komarapalam.
2.	18 <sup>th</sup> to 20 <sup>th</sup> May, 2020	“Research methodology for social science”	Bharathidasan University, Tiruchirappalli.
3.	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2020	“Artificial Intelligence”	Anil Neerukonda Institute of Technology & Science, Visakhapatnam.
4.	27 <sup>th</sup> May, 2020	“Researching structure & Writing proposal”	Rathinam College of Arts and Science, Coimbatore.
5.	1 <sup>st</sup> June, 2020	“Micro-Small-Medium Enterprise”	Kongunadu Arts and Science College, Coimbatore.
6.	5 <sup>th</sup> June, 2020	“Innovation Incubation & Entrepreneurship”	Rajapalayam Rajus’ College, Rajapalayam.
7.	8 <sup>th</sup> to 15 <sup>th</sup> June, 2020	“Academic Leadership”	SNMV College of Arts and Science, Coimbatore.
8.	21 <sup>st</sup> to 30 <sup>th</sup> August, 2023	“Higher Education Teachers”	Ayya Nadar Janaki Ammal College, Sivakasi.
9.	6 <sup>th</sup> to 12 <sup>th</sup> June 2025	“Advanced Academic Research Trends, Tools & Techniques”	Patrician College of Arts and Science, Chennai.