



BASIC INFORMATION

Name	C.SUNDARESAN
Designation	Assistant Professor, P.G Dept. Of. Commerce(Computer application) Yadava College, Madurai-14.
Academic Qualification	M.Com M.Phil., PGDCE., Ph.D
Gender	Male
Nationality	Indian
Religion	Hindu
Date of Birth	31 st Oct 1981
Father's Name	S.chandra sekran
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Mobile No	7094815544, 9443930584

EDUCATION

S.No	Degree	Institution / University	Year of Passing	Subject
1	B.Com(CA)	Yadava College, Madurai	2002	Commerce
2	M.Com	Yadava College, Madurai	2008	Commerce
3	PGDCE	Yadava College, Madurai	2008	Computer
4	M.Phil.	VinayakaMissionUniversity. Salem	2009	Commerce
5	Ph.D	Sourashtra College Madurai	2024	Commerce

Software proficiency

❖ Microsoft office

DISSERTATION AND THESIS

Year	Course	Title	Institution
2009	M.Phil	An Analysis on Garlic Marketing at Vadugapatty town Panchayat at Theni District.	VinayakaMission University.salem
2024	Ph.D	Socio Economic conditions of Life Insurance Corporation Agents in Madurai City	SourashtraCollege Madurai

Trainings and Achievement:

- TVS Hospital Management System in Ultra computer academy.
- Library Management system in SSI Computer Education.
- National Social Service in under graduation Level.

FIELD OF SPECIALIZATION

S.No	Details
1	Financial Accounting
2	Cost Accounting
3	Management Accounting
4	Business Statistics
5	Marketing

Teaching Experience

- From CCI Computer education Center, Madurai
Designation – Computer Faculty Taking classes of MS Office, Tally.
- From September 2012- 2015 The Madura college Evening
Designation – Lecturer in Commerce Department.
- From June 2013 –May 2017 Mannar ThirumalaiNaicker College, Pasumalai Madurai.
Designation–Lecturer in B.Com Computer Application Department.
- From October 2013 –May 2017 Mannar ThirumalaiNaicker College, Pasumalai Madurai.
Designation– The NSS Program Officer.
- From June 2017 –till date Yadava College, Madurai.
- Designation–Lecturer in P.G.Department of commerce computer application

Papers Presented

- ❖ Presented a paper on National Seminar **“Toursim Industry in India: challenges and opportunities ”** Published on **“ECOTOURSIM ”** held at Mannar Thirumalai Naicker College, Madurai. Tamil Nadu on 12th August 2013
- ❖ Presented a paper on National seminar **“Emerging Issues in service marketing”** published on **“ The Role Of Service sector in Tourism”** held at ST. Xavier college palayamkottai Tirunelveli On 27th September 2013
- ❖ Presented a paper on National Seminar **“Economics Of Inflation Dynamics”** Published on **“Rupee Depreciation and its impact on Indian Economy”** held at Thiagarajar College, Madurai. Tamil Nadu. on 21st and 22nd August 2014.
- ❖ Presented a paper on National Seminar on **“FDI IN SERVICE SECTOR IN INDIA”**Published on **“Foreign Direct Investment in India”** organized by Department of economics, The Madura College, Madurai. Tamil Nadu. 1st Sepetember2014.
- ❖ Presented a paper on National seminar **“India’s Positioninthe Global Economy”** published on **“The Importance of International Trade”** held at The Madura College, Madurai. Tamil Nadu. On 30th September 2015
- ❖ Presented a paper on National seminar **“Green Marketing Rospectsand Challenges”** published on **“A Study Of On Consumer Behavior Towards Green Products”**held at Arulmigu Palaniandavar Arts College for Women Palani On 29th Sep 2015.
- ❖ Presented a paper on National Seminar **“GST IN INDIA : PROSPECTUS AND CHALLENGESAHEAD“** Published on **“GST On Agriculture Sector”** held at The Madura college Madurai on 11th October2017.
- ❖ Presented a paper on National seminar **“Insurance Catalyst for financial Growth “** Published on **“ ATTITUDINAL EXPLORATION OF LIC AGENTS”** held at Government Arts College” Madurai On 11th October 2019.

- ❖ Presented a paper on National Seminar **“DIGITAL PAYMENTS ISSUES AND CHALLENGES“** published on **“Challenges and Issues of E-Banking ”** held at HajeeKaruthaRowtherHowdia College On 14th Feb2020
- ❖ Presented a paper on National Conference **“PROGRESSION OF STRATEGIES IN INDIAN BUSINESS “** published on **“A Study on Policy Holders Satisfaction of Life Insurance Corporation of India at Thirunelveli Town”** held at Nazareth Margoschis College at Pillaiyanmani On 5th Feb2021 ISBNNo:**978-81-947819-7-4**
- ❖ Presented a paper on International Conference **“CONTEMPORARY TRENDS AND CHALLENGES INFINTech SERVICES IN VUCAWORLD“**
- ❖ Published on **“Contemporary Factors Affecting Consumer Buying Behaviour of Insuranceplans”**heldatAlagappaUniversityKarikudiOn5thMay2022ISBNNo:**978-93-94899-17-9**
- ❖ Presented a paper on International Conference **“ INNOVATIVE MULTIDISCIPLINARY AND CONTEMPORARY PERSPECTIVES AND PRACTICES IN COMMERCE AND MANAGEMENT”** Published on **Life Insurance as an investment Strategy** held at AyyaNadarJanakiAmmal College On 29th and 30th Sep 2022 ISBN:**978-93-83191-86-4**
- ❖ Presented a paper on National Seminar **“ENTREPRENEURSHIP AND COMPETITIVENESS AFTER COVID IN THE GLOBAL ERA”** published on **Role of Gender in determining Satisfaction of LIC agents in Madurai City-** held at Sourashtra College-21st Oct 2022 ISSN:**0030-5324**
- ❖ Presented a paper on National Seminar **“RURAL WOMEN ENTREPRENEURSHIP AND ITS IMPACT ON INDIAN ECONOMY @2047”** Published on **Rural women Entrepreneurship and Unemployment-** held at Saraswathi Narayanan College- 21st and 22nd Sep 2023
- ❖ Presented a paper on National Seminar **“INNOVATIVE ENTREPRENEURSHIP FOR SUSTAINABLE IMPACT ECONOMIC DEVELOPMENT”** Published on **Rural women Entrepreneurship development in India-** held at Alagappa University Karikudi On 21st and 22nd Sep 2023

- ❖ Presented a paper on National Seminar **“INNOVATIVE ENTREPRENEURSHIP FOR SUSTAINABLE IMPACT ECONOMIC DEVELOPMENT”** Published on **Rural women Entrepreneurship development in India-** held at Alagappa University Karikudi On 21st and 22nd Sep 2023
- ❖ Presented a paper on National Seminar **“Navigating New Horizons and Harmonizing Diversity of Migration and Labour Market”** Published on **An Analysis on the problems faced by the Migrant Workers** held at Bharath Institute of Higher Education and Research-31st Oct 2023
- ❖ Presented a paper on International Conference **“SKILL DEVELOPMENT, ENTREPRENEURSHIP AND EMERGING TECHNOLOGIES FOR INTERNATIONAL AND INDIAN YOUTH”** published on **The Role and Implications of Youth Entrepreneurship in the Indian Economy** held at Mannar ThirumalaiNaicker College Madurai-16th Feb2024
- ❖ Presented a paper on International Conference **“Data Economy and Vision India@2047”** published on **Digital Innovation in Business and Economy** held at The American College Madurai-28th and 29th Feb 2024
- ❖ Presented a paper on International Conference **“Achieving Sustainable Women Empowerment Through Education, Employment and Entrepreneurship”** published on **Water Management for sustainable through Women Entrepreneurship** held at Thanthai Periyar Government Arts and Science College Trichy-28th Feb2024
- ❖ Presented a paper on International Conference **“Global Contemporary Issues and Unlocking Innovation in Business Insustry4.0 (Hybrid Mode)”** published on **A study on Benefits and Challenges For Insurance Company in India** held at VirdhunagarHinduNadar’s SenthilkumaraNadar college Virdhunagar-24thand25th July2024 Special Issue: **IJBER:e-ISSN:2455-3921**
- ❖ Presented a paper on National Seminar **”Emerging Trends in Entrepreneurship Development”** Published at **Constraint Analysis Among the Women Entrepreneurs in Madurai District** held at Vivekananda College, Madurai-23th Jan2025

Papers Participated

- ❖ Participated a paper on National Level Seminar “ **Renewable Energy Technologies for Sustainable Development in Rural Sectors of India**” “ **WIND ENERGY IN INDIA**” Organized by Government Arts College Melur Madurai on 12th feb.2015
- ❖ Participated a paper on National Level Seminar “ **Youth Involvement Disaster Management Transition from War to peace**” Organized by Madurai Institute of Social Science On 20th March 2015.
- ❖ Participated a paper on National Level Seminar “**CHALLENGES AND OPPORTUNITIES OF SERVICE SECTOR**” “ Organized by Mannar Thirumalai Naicker College Madurai on 3rd March 2017.
- ❖ Participated a paper on state Level Seminar “**GOODS AND SERVICE TAX**”: **A GAME CHANGER IN BUSINESS** Organized by MannarThirumalaiNaicker College Madurai on 1st September 2017.
- ❖ Participated a paper on International Seminar “ **Quest for Quality Research**” organized at Sri Parasakthi College For Women Courtallam on 23rd October 2019.
- ❖ Participated a paper on International Conference on “**Recent Developments and Techniques in Education Finance and Entrepreneurship**” Organized by Sourashtra College Madurai on 14th March 2023

Work shop Attended

- ❖ A National level Workshop on “ **Customer Relationship Management in Banking Sector**” Organized by Mannar Thirumalai Naicker College Madurai. 26th Sep 2014.
- ❖ Workshop on “ **Women Entrepreneurship** “Organized by Mannar Thirumalai Naicker College Madurai. 11th March 2016.

- ❖ Workshop on “ **Economic Growth Of India**” Organized by Mannar Thirumalai Naicker College Madurai. 30th March 2016.
- ❖ Workshop on “**DIGITAL INDIA**” Organized by the Madurai Kamarajar University , Nagamalaipudhukottai on 21st Oct 2010
- ❖ Workshop on “**GOODS & SERVICES TAX (GST)**” Organized by the Department of Commerce Research Centre, Sourashtra College , Madurai on 28th August,2018
- ❖ Workshop on “**GOODS & SERVICES TAX (GST)**” Organized by the Department of Commerce AnnaiFathimaCollege of Arts and Science, Madurai on 19th April 2022
- ❖ Workshop on “**TimeSeriesanalysisusingEViews**” Organized by the Department of Commerce Kalasalingam Business School Madurai on 31st August 2023
- ❖ Workshop on “**Impact Of Digital Era in Modern Research**” Organized by the DepartmentofCommerce Sri Krishnansamy Arts and Science College on 25th Jan 2025

Faculty Development & Training Programmes Attended

- Participated in FDP on “ **Research Methods**” Organized by RVS KVK Institute of Management studies – Trichy 7th Feb 2015.
- Participated in FDP on “**Empowering College Teachers with Effective Teaching Skills**” organized by OAA MAVMM School of Management, Kidaripatti, Alagar Kovil, Madurai, 12th March, 2016
- Participated in **Orientation training programme organized** by Avinashilingam University Coimbatore from 16thDec2015 to22thDec2015.
- Participated in **Mental Health First Aid training** programme organized by M.S.Chellamuthu Institute of Management from 8th March 2015 & 10th March 2017
- Participated in FDP on “**TransformingAcademicLeadershipforExcellence and Establishing a mentor**” Organized by Vijay Institute of Management-4th Nov2023
- Participated in FDP on “**Tally Prime Rel.4.0**” Organized by Thiagarajar College Madurai-17th Feb2024

