



Raja Doraisingam Government Arts College

(Affiliated to Alagappa University, Karaikudi)

Sivagangai - 630561



FACULTY PROFILE

1. Name : Dr.M.KETHARAJ
2. Father's Name : S.MUTHALAPPA NAICKER
3. Designation : Assistant professor
4. Age & Date of Birth :48 years 26.07.1975
5. Gender : Male
6. Address for Communication :PG & Research Department of Commerce,
R.D.Govt. Arts College,
Sivagangai
7. Phone No : 99420371559
8. Email- id :Ketharajwelcomes@gmail.com
9. Educational Qualification :



S.No.	Course	University/College	Year of Passing
1	B.Com	Sri S.R.N.M. College, sattur	1995
2	M.Com	Sri S.R.N.M. College, sattur	1997
3	M.Phil	Alagappa University, Karaikudi	2002
4	Ph.D	Madurai Kamarajar University, Madurai	2008
5	MBA	Alagappa University, Karaikudi	2010

10. Area of Specialization : Human Resource Management
Taxation

11. Experience :

S. NO	Name of Organisation	Period		Year of Experience
		From	To	
1	Sri S.R.N.M. College,sattur	19.9.1997	28.1.2010	12 years
2	Sethupathy Govt. Arts College, Ramanathapuram	29.1.2010	22.2.2011	1 year
3	R.D. Govt . Arts College, Sivangangai	23.2.2011	Till date	11 years 9 months

12. Publications:

S.No.	Title	Name of the Journal	ISSN / ISBN	Year
1	Floriculture – Blooming Time	Facts for you	9702652	JUN 2008
2	Venture Capital for startups	Facts for you	9702652	FEB 2009
3	A study on Job Satisfaction of women workers in fireworks industries in Tamilnadu	Indian Journal of Marketing	16294/68	MAR 2009
4	Why are ATM's Important to banks	Facts for you	9702652	JUN 2009
5	Banks' exposure to housing sector	Facts for you	9702652	JUN 2009
6	Drinking water – The Highest priority	Kisan World	9719229	JUL 2009
7	Kisan credit card scheme	Public opinion survey	647	AUG 2009
8	Textile Industry Needs Revival	Facts for you	0970252	SEP 2009
9	Agriculture in the Era of	Kisan World	09719229	NOV

	Climate change			2009
10	Online video Advertising in the digital era	PR Communication Age	09720650	NOV 2009
11	Medical Education in India – Problems and prospects	University News	05662257	NOV 2009
12	Poultry Farming	Facts for you	09702652	DEC 2010
13	Small Banks – It’s Efficiency and prospects	Banking and finance	09714498	JAN 2010
14	RICE: Pivotal position achieved by India	Facts for you	09702652	JAN 2010
15	RUBBER – Future Guaranteed	Facts for you	09702652	MAR 2010
16	Green Marketing of India	PR Communication Age	9720650	MAY 2010
17	Derivatives Markets in India	Banking and finance	09714498	SEP 2010
18	Buying Behavior of the customers towards CO- OPTEX products in Sivagangai District	SELP JOURNAL OF SOCIAL SCIENCE	09754-9999	OCT 2015
19	A Study on Perception of Ergonomic Environment in Match Industry in Virudhunagar District	Shanlax International Journal of Commerce	23214643	2016
20	A Study on perception of women Workers on job factors in match industry in Virudhunagar District	Shanlax International Journal of Commerce	23214643	2017
21	A study on problems and prospects of women entrepreneurs in sivangangai district	SELP JOURNAL OF SOCIAL SCIENCE	0975-9999(P) 2349 1655(O)	2018
22	A study on impact of self help groups in sivagangai	SELP JOURNAL OF SOCIAL SCIENCE	0975-9999(P) 2349 1655(O)	2018

	district			
23	A study on impact of tourism in south Tamilnadu with reference to Madurai district .	IOSR JOURNAL OF BUSINESS AND MANAGEMENT	2319 7668	2018
24	Individual assessee's perception of tax planning in Madurai district .	SELP JOURNAL OF SOCIAL SCIENCE	0975-9999	2019
25	Satisfaction of tourist towards tourism in south Tamilnadu	ADALYA JOURNAL	1301-27	2019
26	Digital Marketing – the new face of marketing Communication	STUDIES IN INDIA NAME PLACES	2394-3114	2020
27	A Study on tax payer's perception towards e-filing system	INTERNATIONAL JOURNAL OF MECHANICAL ENGINEERING	0974-58237	2022
28	A study on awareness of tax savings scheme among tax payers in Virudhunagar district	JOURNAL OF MANAGEMENT & ENTREPRENEURSHIP	2229-5348	2022

13. Paper Presented in Conferences/ Seminar:

S.No.	Title	Institution	Date & Year
1	Role of women workers in fireworks industry	V.V Vanniperumal college for women	01 to 02-09-2005
2	A study on small scale industries and banking lending	Mannar thirumali naicker college , Madurai	15-10-2005
3	Perception of women workers in firework industries – a	S.F.R. college for women , sivakasi	05-08-2009

	study		
4	A study on the role of self help groups in sattur town	Women's christian college, nagercoil	17 to 18-09-2009
5	Working manual of women and development	Women's christian college, nagercoil	17 to 18-09-2009
6	Women entrepreneurs in india	Women's christian college, nagercoil	17 to 18-09-2009
7	Role of India in global business	Annai mathmmal Sheela engineering college	09-10-2009

14. Seminar / Conference / workshop / Attended:

S.No.	Institution	Date & Year
1	S.R.N.M College , Sattur	10.02.2001
2	Gandhi Gram Rural Institute	15.03.2002
3	S.R.N.M College , Sattur	06.04.2002
4	M.K. University ,Madurai	24 to 26.02.2003
5	Devanga Arts College ,Aruppukottai	26.03.2003
6	S.R.N.M College , Sattur	26.9.2003
7	V.V.V College for Women ,Virudhunagar	01.09.2005
8	Mannar Thirumalai Naicker College , Madurai	15.10.2005
9	S.R.N.M College , Sattur	01.09.2008
10	S.R.N.M College , Sattur	30.09.2008
11	S.F.R College for Women ,Sivakasi	05.08.2009
12	S.T. Hindhu College Nagercoil	21.10.2011
13	Saraswathi Narayanan College , Madurai	30.03.2013
14	Alagappa University	21.08.2013
15	St. Aloysius College ,Mangalore	01.12.2013
16	Alagappa University	12 to 14.02.2014
17	Sri Meenakshi Govt Arts College for Women	26.02.2015

15. Details of Research Projects :

Title	Sponsoring Agency	Amount	Responsibility

16. Ph.D Guidance/Supervisorship:

Name of scholar	Course	Area of research	Status
Sennakrishnammal . R	Commerce	Human Resource Management	Awarded
Anitha . J	Commerce	Human Resource Management	Awarded
Vanitha . R	Commerce	Taxation	Pursuing
Laksmi . S	Commerce	Marketing & Insurance	Pursuing
Sivabalaji . M	Commerce	Marketing & Insurance	Pursuing
Subbiah . N	Commerce	HRM	Pursuing

17. Seminar/ Conference/ Workshop Organised:

S.No.	Topic	Institution	Date
1			
2			

18. webinar Attended

Sl.No	Topic And Organizing Institution	Date

19. Orientation/Refresher/FDP/STP/MOOCs Attended

Sl.No	Name of the Programme	University	From	To
1	Orientation Course	ASC-University of madras , Chennai	04.05.2011	02.06.2011
2	Refresher Course	ASC-M.K University , Madurai	20.11.2012	10.12.2012
3	Refresher Course	ASC-M.K University , Madurai	09.03.2018	29.30.2018
4	Refresher Course	TLC-Ramanujam College , University Of Delhi	11.05.2021	25.05.2021
5	Refresher Course	TLC-Ramanujam College , University Of Delhi	25.06.2021	08.07.2021

20. Resource Person:

Sl.No.	Topic	Delivered at	Period
1	"Chi-Square test"	Ayyanadar Janaki Ammal College - sivakasi	09/09/2011
2	Career opportunity in IT for students	Thiyagi Dharmakkan Amirtham Group of institutions - Kannirajapuram	23/08/2012
3	Career Guidance	Mangayarkarasi college of Arts and science for women - Madurai	31/07/2014
4	Chief Guest – Inaugural Address	P.S.N.L College of Education	16.03.2017
5	Developments in marketing	Sri Sankara Bhagavathi Arts and science college - kommadikottai	23/7/2018
4	"21 st century business"	MSNPM Women's college , Poovanti	06.02.2018
5	'Financial Awareness'	Sermathai Vasam college for woman , Madurai	25.09.2018
6	'Information Age'	MSNPM Women's college , Poovanti	13.02.2019
7	'Network Marketig in Digital Era'	Sri Kaliswari college Sivakasi	14.02.2020
8	Chief Guest for Veledictory Function	MSNPM Women's college , Poovanti	18.02.2020

9	Emerging trends in Business and society	Kalasalingam University	deemed	26.06.2020 to 02.07.2020
10	Business Model for a new millennium	Sri College, Sattur	S.R.N.M.	10.11.2022
11	Guest Lecture in Department of commerce	Ananda Devakottai	college	20.04.2022

21. Members in Organization's :

1. Board of studies member in commerce , SRNM College , Sattur
2. Member in doctoral committee , Bharathiyar university , Coimbatore
3. Vice-President , Q 339 RD Govt. Arts college , student co-operative society
4. NSS Program officer , RD Govt. Arts College, Sivagangai
5. PG Commerce Board of studies member in Sri Meenakshi Govt. Arts College for women , Madurai from 2018
2. B.com (CA) Board of studies member in Sri Kaliswari College , Sivakasi from 2018
3. PG Board of studies member in commerce in Nehru Memorial College , Puthanampatti since 2018
4. Acted as an Expert in the New textbook Review workshop XI Standard Accountancy from 10.01.2019 to 11.01.2019 held at DIET , Kalayarkovil
5. Doctoral committee member in commerce at Research & Development centre, Bharathiyar University , Coimbatore
6. Board of studies member of B.com (Honours) in Subbalakshmi lakshmi pathyy college of science , Madurai from 2020
7. Doctoral committee member in commerce in bharthidasan University , Tiruchirapalli
8. Selection committee member in kendriya Vidyalaya , sivagangai
9. Doctoral committee member of commerce , The American college , Madurai
10. Board of studies member in commerce , yadava college , Madurai
11. Board of studies member for B.com (CA) in Sourashtra college , Madurai from 2022

22. Other Positions/Achievements:

1.Head of the Department for BBA

2.President , Q 339 RD Govt. Arts college , student co-operative society

3.Placement officer

4.co-ordinator for NAAN Muthalvan scheme,RDGA sivagangai

5.Receipient of best NSS Program Officer award in 2004 from Madurai Kamraj university

(Signature)