

## DR.Elayaraja M

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### Qualification

Degree	Branch	Institution / University	Year of Passing
Ph.D	Commerce	Snr & Sons College	November 2014
B.Com.,	Commerce	Bishop Thorp College	November 2000
M.Phil	Commerce	University Of Madras	December 2008
M.Com.(CA)	Commerce	Cherraan Arts & Science College	April - 2004

### Ph.D. Details

Title of Thesis	Area of Specialization	Research Supervisor	Research Centre	Year of Award
A STUDY ON CONSUMERS PREFERENCE AND UTILIZATION OF RETAIL STORES WITH SPECIAL REFERENCE TO ERODE DISTRICT	MARKETING	Dr.C.Arjunan	S.N.R.Sons College	November 2014

### Additional Qualification

Name of Course	Place of Study	Date	Duration
PGDCA	Erode	July - 2002	7 Months
Skill for new Educational Architecture	Swayam Arpit Online Course	August 2021	4 months

### Work Experience

Name of Institution	Address of Institution	Designation	From	To
Dr.R.A.N.M.Arts and Science College	Rangampalayam, Chennimalai Road,Erode	Head & Asst.Professor	14/06/2006	03/12/2019

### Teaching / Research Experience

U.G. : 13 1/2      P.G. : 13 1/2      M.Phil. 4      Ph.D.

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7.	Research Projects	0
8.	Resource Person	4
9.	Consultancy	0
10.	Awards Recieved	2
11.	Patent	0
12.	Extension Activities Undertaken	0
13.	Professional Membership	0
14.	M.Phil. / Ph.D. Produced	3 / 1

1. National level Workshop on **"THREE DAY NATIONAL LEVEL WORKSHOP ON "RESEARCH METHODOLOGY IN SOCIAL SCIENCES""** sponsored by Indian Council of Social Science Research (ICSSR), Southern Regional Centre (SRC),Hyderabad. organized by DEPARTMENT OF COMMERCE at TRICHY during 12/02/2024 to 14/02/2024.
2. International level Conference on **"DIGITAL TRANSFORMATION IN BANKING & FINANCE"** sponsored by BISHOP HEBER COLLEGE organized by DEPARTMENT OF COMMERCE at TRICHY during 23/03/2022 to 24/03/2022.
3. National level Conference on **"TECHNO PRENEURSHIP"** sponsored by BISHOP HEBER COLLEGE organized by DEPARTMENT OF COMMERCE at TRICHY during 15/03/2022 to 16/03/2022.
4. State level Workshop on **"Blooms Taxonomy based Question paper design for Outcome based Education"** sponsored by UGC - PARAMARSH Scheme organized by Ayya Nadar Janaki Ammal College at Sivakasi during 27/09/2021 to 27/09/2021.
5. National level Workshop on **"NAAC's Revised Guidelines for Accreditation and Assessment of Higher Education Institutions"** sponsored by e-Academy Foundation organized by BISHOP HEBER COLLEGE at TRICHY during 03/06/2021 to 05/06/2021.
6. International level Conference on **"STEP UP SUSTAINABLE DEVELOPMENT GOALS INTO ACTIONS"** sponsored by BISHOP HEBER COLLEGE organized by BISHOP HEBER COLLEGE at TRICHY during 31/03/2021 to 31/03/2021.
7. College level Workshop on **"WORKSHOP ON E-RESOURCES"** sponsored by BISHOP HEBER COLLEGE organized by BISHOP HEBER COLLEGE at TRICHY during 26/03/2021 to 27/03/2021.
8. College level Seminar on **"Disease Prevention Through Naturopathy in COVID Crisis"** sponsored by Department of Botany, Bishop Heber College organized by Department of Botany, Bishop Heber College at TRICHY during 06/01/2021 to 06/01/2021.
9. National level Workshop on **"Introducing BBA/MBA Rural Management Curriculum"** sponsored by Mahatma Gandhi National Council of Rural Education (Ministry of Education-DHE-Gol), Hyderabad organized by Bharathidasan University, at TRICHY during 15/12/2020 to 15/12/2020.
10. College level Workshop on **"E-CONTENT DEVELOPMENT"** sponsored by BISHOP HEBER COLLEGE organized by BISHOP HEBER COLLEGE at TRICHY during 27/11/2020 to 29/11/2020.
11. College level Seminar on **"Special Lecture on whole Person Education: Class room and Beyond"** sponsored by IQAC, Bishop Heber College organized by IQAC, Bishop Heber College at TRICHY during 13/10/2020 to 16/10/2020.
12. Regional level Seminar on **"Counselling Interventions during Covid-19 Lockdown"** sponsored by Counselling cell, Erode Arts and Science College, organized by Counselling cell, Erode Arts and Science College, at Erode during 06/07/2020 to 06/07/2020.
13. National level Seminar on **"Impact of Covid-19 on Indian Stock Market"** sponsored by PG and Research Department of Commerce, LRG Government Arts and Science College for women organized by PG and Research Department of Commerce, LRG Government Arts and Science College for women at Tirupur during 04/06/2020 to 01/01/1900.
14. Regional level Seminar on **"Creative Teaching for Effective Class Handling"** sponsored by Department of Corporate Secretaryship Thiruthangal Nadar College organized by Department of Corporate Secretaryship Thiruthangal Nadar College at during 02/06/2020 to 02/06/2020.
15. National level Workshop on **"Access, Quality and Curriculum Development Paradigms in Higher Education"** sponsored by International Quality Assurance Cell organized by Erode Arts and Science College at ERODE during 22/02/2017 to 22/02/2017.
16. International level Conference on **"Re-Engineering Business Concepts and Rapid Changes in Worldwide Business Patterns"** sponsored by Rathinam College of Arts & Science organized by The School of Commerce at COIMBATORE during 18/08/2016 to 01/01/1900.

17. National level Workshop on **"Academic Competency"** sponsored by Erode Arts and Science College (Funded by UGC) organized by Department of Corporate Secretaryship at ERODE during 22/03/2016 to 22/03/2016.
18. International level Seminar on **"SOCIAL NETWORK AND COMMUNICATION"** sponsored by VELLALR COLLEGE FOR WOMEN organized by Department of Commerce(CA) at ERODE during 07/08/2012 to 08/08/2012.
19. National level Workshop on **"Research Methodology for Teacher Scholars"** sponsored by UGC organized by Academic Staff College, Pondicherry University at Pondicherry during 18/08/2011 to 19/08/2011.

#### Research Papers Presented

- 5

1. **"A STUDY OF SOCIAL ENTREPRENEURSHIP IN INDIA - OPPORTUNITIES AND CHALLENGES"** in the National conference on *STIMULATING ENTREPRENEURIAL MINDSET FOR NEXT - GEN STUDENTS* sponsored by INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR) NEW DELHI, organized by PG & RESEARCH DEPARTMENT OF COMMERCE at BISHOP HEBER COLLEGE, TRICHY during 18/04/2023 to 19/04/2023.
2. **"On-Line Marketing and Its Impact on Customer"** in the International conference on *Sustainable Development and Economic Growth on Global Perspective* sponsored by Bharathiar University Arts & Science College, organized by Department of Commerce & Commerce(CA) at Valparai during 15/09/2016 to 16/09/2016.
3. **"Communication and Social Change"** in the International conference on *Social Network and Communication* sponsored by Vellalar College for Women, organized by Department of Commerce(CA) at Erode during 07/08/2012 to 08/08/2012.
4. **"Strategies, Challenges, Issues & Relation in Service Marketing"** in the National conference on *Challenges and Issues in Service Marketing* sponsored by SNR Sons College, organized by SNR Institute of Management Sciences at Coimbatore during 17/03/2011 to 17/03/2011.
5. **"Green Marketing"** in the National conference on *Changing Scenario of Corporate Management* sponsored by J.K.K.Nataraja College of Arts & Science, organized by Department of Commerce & Commerce(CA) at Komarapalayam during 31/08/2002 to 31/08/2002.

#### Publication in Journals

- 3

1. **"CHALLENGES OF SUSTAINABLE DEVELOPMENT IN CONTEXT TO INDIA"** published in BODHI (PEER REVIEW) Vol. 7, Issue No. 2, November 2022 ISSN : 2456-5571.
2. **"CUSTOMER SATISFACTION ON FACILITIES IN RETAIL OUTLETS: A STUDY WITH REFERENCE TO ERODE DISTRICT"** published in INDIAN JOURNAL OF APPLIED RESEARCH (E-JOURNAL) Vol. 9, Issue No. 5, May 2019 ISSN : 2249-555X.
3. **"CUSTOMER PERCEPTION TOWARDS STRUCTURE AND LAYOUT OF RETAIL STORES IN ERODE DISTRICT"** published in GLOBAL JOURNAL FOR RESEARCH ANALYSIS (E-JOURNAL) Vol. 8, Issue No. 3, March 2019 ISSN : 2277-8160.



1. **IMPACT OF DIGITAL MARKETING IMPLEMENTS IN THE CAMPAIGN OF E-COMMERCE WEBSITES.** DYNAMIC QUADRANTS IN THE WORLD OF COMMERCE. BISHOP HEBER COLLEGE, TRICHY :DEPARTMENT OF COMMERCE, February 2023.

## Conferences / Workshops / Seminars Organised

- 4

1. College level Workshop Entitled **"Inauguration of Entrepreneur Development cell & Training"** at Bishop Thorp College, Dharapuram, sponsored by Department of Commerce, during 28/10/2023 to 28/10/2023.
2. College level Workshop Entitled **"Fin-Expo 2023"** at Bishop Heber College, Trichy, sponsored by Department of Commerce, during 21/09/2023 to 21/09/2023.
3. International level Conference Entitled **"Implication of GST in India and Artificial Intelligence for Internal Management System"** at Bishop Heber College, Trichy, sponsored by Department of Commerce, during 13/05/2022 to 13/05/2022.
4. College level Workshop Entitled **"SKILL BASED TRAINING PROGRAM AND INDUSTRIAL VISIT"** at TRICHY, sponsored by TIDITISSIA, during 20/04/2022 to 23/04/2022.

## Awards Recieved

- 2

Award Name	Presented by	Year	Level	Instituted by / Place	amount
ASIAN BOOK OF RECORD	ASIAN BOOK OF RECORD	09/02/2023	INTERNATIONAL	ASIAN BOOK OF RECORD	
INDIAN BOOK OF RECORD	INDIAN BOOK OF RECORD	03/02/2023	NATIONAL	INDIAN BOOK OF RECORD	

## TRAINING PROGRAMME

- 4

- # COLLEGE level on **"FACULTY DEVELOPMENT PROGRAMME"** Sponsored by BISHOP HEBER COLLEGE, Organized by IQAC & DEANERY OF ACADEMICS at TRICHY during 15/07/2022 - 01/01/1900.
- # COLLEGE level on **"FACULTY DEVELOPMENT PROGRAM ON SIX SIGMA STRATEGY"** Sponsored by , Organized by SYNERGY SCHOOL OF BUSINESS SKILLS at TRICHY during 07/10/2021 - 07/10/2021.
- # NATIONAL level Webinar on **"Investor Awareness Program"** Sponsored by Ambition Learning Solutions, Organized by Bishop Heber College at TRICHY during 08/06/2021 - 08/06/2021.
- # COLLEGE level Webinar on **"The Current State of Indian Economy"** Sponsored by , Organized by Department of Commerce, Bishop Heber College at TRICHY during 09/04/2021 - 09/04/2021.

1. State level Seminar on **"Challenges and Opportunities for Young Entrepreneur"** at Vellalar College for women, Erode, 30/01/2024.
2. College level Seminar on **"Digital Marketing in India"** at Dr.R.A.N.M. Arts & Science College, Erode, 31/03/2023.
3. College level Seminar on **"A Glimpse of GST In India"** at Bishop Thorp College, Dharapuram, 15/03/2023.
4. Regional level Invited Lectures on **"GUIDLINES FOR HIGHER EDUCATION"** at St. JOHN,S Vestry School, Trichy, 25/11/2022.



**Signature of Staff**  
**(Elayaraja M)**