



# **SOURASHTRA COLLEGE, MADURAI – 625 004**

(An Autonomous Institution Re-Accredited with 'B+' Grade By NAAC)  
VILACHERY ROAD, PASUMALAI, MADURAI – 625 004

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**NAME:** Dr.T.T.KARTHIK

**QUALIFICATION:** M.COM., M.PHI., PH.D.

**DESIGNATION:** ASSISTANT PROFESSOR

**DEPARTMENT:** COMMERCE & RESEARCH CENTRE

**DATE OF BIRTH:** 11-04-1985

**AGE:** 38

**DATE OF APPOINTMENT:** 02/09/2013 -22/06/2016-SF STREM;

24/06/2016-TILL DATE-AIDED STREM

**TEACHING EXPERIENCE:** UG: 02 YEARS IN SELF FINANCE STREM; 7 YEARS AIDED STREM

PG: 01 YEARS IN SELF FINANCE STREM; 7 YEARS AIDED STREM

**RESEARCH EXPERIENCE:** M.Phil: NIL Ph.D: NIL

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## ACADEMIC ACTIVITIES

### I. LIST OF RESEARCH PUBLICATIONS (with ISSN)

S.No	Name of the Journal (Nat'l / Int'l)	Paper Title	ISSN	Month & Year
1	Shanlax International Journal of Commerce.	Growth And Performance On SSI Entrepreneurs' Business And Its Pressure.	2321-4168	Feb-2015
2	Roots International Journal of Multidisciplinary Researches.	A Study On Employee Retention With Special Reference To Tafe-Madurai.	2349-8684	Feb-2016
3	Roots International Journal of Multidisciplinary Researches.	Imperative & Challenges Of Mobile Banking In India.	2349-8684	Sep-2016
4.	Shanlax International Journal of Commerce.	A Study of Internet Marketing In India: Challenges and Opportunities.	2320-4166	April-2017
5.	International Journal of Exclusive Management Research	Major Challenges and problems of Rural Entrepreneurship in India	2249-2585	Feb-2018
6.	Research Journal of SRNMC	E-Banking in India:Challenges and Opportunities	2395-7085	Feb-2018
7.	Shanlax International Journal of Commerce	An Empirical Study on the Big Consolidations of Indian Banking Industry.	2320-4168	July-2019
8.	Shanlax International Journal of Commerce	Swot (Strength,Weakness, Opportunities and Threats) Analysis of Fast Moving Consumer Goods (FMCG) Industries in India	2320-4168	Jan-2020
9.	Shanlax International Journal of Management	A Study on Consumer's Opinion towards Packaged Instant Food Products in Madurai city	2321-4643	Apr-2021
10.	Shanlax Intenational Journal of Management	A Study on Awareness and Opinion towards Social Entrepreneurship among Youngsters	2321-4643	Apr-2020
11.	International Journal of Research and Analytical Reviews (IJRAR)	Habit of Farmers Towards Crop Insurance	2348-1269	Feb-2023
12.	Journal of Emerging Technologies and Innovative Research(JETIR)	Factors Influencing the Attitude of Rail Passengers	2349-5162	Feb-2023
13.	International Journal of Research and Analytical Reviews (IJRAR)	Attitude of Rail Passengers Towards Amenities at Madurai Junction	2348-1269	Apr-2023
14.	Journal of Emerging Technologies and Innovative Research(JETIR)	A Study On Socio-Demographic Profile of Farmers	2349-5162	Apr-2023

**II. PAPERS PUBLISHED IN EDITED VOLUMES (with ISBN)**

<b>S.No</b>	<b>Topic /Publishers (State / Nat'l / Int'l)</b>	<b>Paper Title</b>	<b>ISBN</b>	<b>Month &amp; Year</b>
1	Innovative Facades In E-Commerce. (Int.)	Factors Influencing Mobile Commerce: A Strategic Analysis of Opportunities in Banking Marketing, Education, Tourism and New Technology.	978-93-81723-26-5	July 2014
2	Impact of Globalisation On Indian Financial System. (Int.)	“Securitization-A Scope of Energy, Financial, Legal, Life Insurance, Trading Perspective for Indian Markets”.	978-93-80686-90-5	Aug.2014
3	Productivity Enhancement Strategies. (Nat.)	Productivity for Quality Education Services in India: Public-Private Partnerships.	978-93-80657-60-8	Oct. 2014
4	Issues & Challenges Of Service Sector In India. (Nat.)	Productivity for Quality Banking Services in India	978-81-922545-4-8	Jan. 2015
5	“Impact of Globalisation on the Prospects of Indian Banking Sector”. (Nat.)	“Impact of globalization on the prospects of Indian banking sector”.	978-93-80657-29-5	Jan. 2015
6	International financial reporting standards a global accounting language for local implications in India. (Nat.)	“An Overview of international financial reporting standards”.	978-93-80657-89-9	Feb. 2015
7	Strategies for sustainable development practice in Indian industries. (Nat.)	Sustainable of the indian socio-Economy and development for rural banking service sector.	978-81-930024-2-1	Feb. 2015
8	Retailing Trends in the new millennium. (Int.)	“Trends in Retailing and Branding”.	978-81-8094-165-8	Feb. 2015
9	Impacts of urbanisation in India (Nat.)	Effect of urbanization on solid waste organization in India.	978-81-920-478-5-0	Mar.2015
10	“Rural women entrepreneurship- The dynamics of progress and its reversal”. (Nat.)	Rural women north state empowerment, entrepreneurship & MSMEs In India.	978-93-81429-57-0	Mar.2015
11	Digital Marketing. (Nat.)	Digital Marketing.	978-81-910124-8-4	Feb. 2016
12	Online marketing of services in the globalization era. (Nat.)	The Rise of Indian Women Enerepreneur in E-commerce.	978-81-929458-4-2	Mar.2016
13	Role of information and communication technology (ICT) on the growth of serviceindustries. (Nat.)	Features and Effectiveness of E-learning tools.	978-93-5258-485-7	Mar.2016
14	Make in india-	Innovation and Entepreneurship	978-93-81723-54-8	Aug.

S.No	Topic /Publishers (State / Nat'l / Int'l)	Paper Title	ISBN	Month & Year
	Initiatives,ideas & Challenges. (Int.)	in Today's Scenario.		2016
15	Payments banks opportunities and challenges. (Nat.)	Emerging trends in Indian banking sector.	978-93-81723-58-6	Sep. 2016
16	"Transforming economic system to counter contemporary economic issues" (Nat.)	System of globalization –It's socio-economic impact on India.	978-81-933361-0-6	Jan. 2017
17	Startup India-A Way to Standup India. (Nat.)	Enterpreneurship Development in India-The focus on Startups.	978-93-81723-67-8	Mar. 2017
18	Working Women:Problems And Pospects	Challenges and problems faced by women workers in India	978-93-81723-72-2	July 2017
19	Women Empowerment and Entrepreneurship	E-Goveranance In Rural India	978-93-81723-82-1	Feb 2018
20.	Emerginh Trends and Challenges (Int.)	Future of E-Commerce in India	978-81-909344-8-0	Jan 2019

### **III. LIST OF SEMINAR/ CONFERENCE ATTENDED/PAPER PRESENTED**

S. No.	Topic (State / Nat'l / Int'l)	Organized by Dept./University/College	Paper Title	Date
1	Innovative Facades In E-Commerce. (Int.)	Virdhunagar Hindu Nadars Senthikumara Nadar College.Virdhunagar.	Factors Influencing Mobile Commerce: A Strategic Analysis of Opportunities in Banking Marketing, Education, Tourism and New Technology.	25&26 July 2014.
2	Impact of Globalisation On Indian Financial System. (Int.)	Vivekananda College, Madurai.	"Securitization-A Scope of Energy, Financial, Legal, Life Insurance, Trading Perspective for Indian Markets".	30-Aug-2014.
3	Productivity Enhancement Strategies. (Nat.)	The American College, Madurai.	Productivity for Quality Education Services in India: Public-Private Partnerships.	10-Oct-2014.
4	Issues & Challenges Of Service Sector In India. (Nat.)	Holy Cross College, Tiruchirappalli.	Productivity for Quality Banking Services in India	07-Jan-2015.
5	"Impact of Globalisation on the Prospects of Indian Banking Sector". (Nat.)	Vivekananda College, Madurai.	"Impact of globalization on the prospects of Indian banking sector".	23&24 Jan. 2015
6	International financial reporting standards a global accounting language for local	Vivekeananda College, Madurai.	"An Overview of international financial reporting standards".	05&06 Feb. 2015.

<b>S. No.</b>	<b>Topic (State / Nat'l / Int'l)</b>	<b>Organized by Dept./University/College</b>	<b>Paper Title</b>	<b>Date</b>
	implications in India. (Nat.)			
7	“Strategic Integration and entrepreneurship innovation” (Int.)	Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College, Poovanthi, Madurai.	Growth And Performance On SSI Entrepreneurs’ Business And Its Pressure.	17-Feb 2015.
8	Strategies for sustainable development practice in Indian industries. (Nat.)	Sri Kaliswari College, Sivakasi.	Sustainable of the indian socio-Economy and development for rural banking service sector.	17&18 Feb. 2015.
9	Retailing Trends in the new millennium. (Int.)	University of Madras.	“Trends in Retailing and Branding”.	19&20 Feb. 2015.
10	Impacts of urbanisation in India (Nat.)	Kandaswami Kandar’s College, Velur-Namakkal.	Effect of urbanization on solid waste organization in India.	06&07 March 2015
11	“Rural women entrepreneurship- The dynamics of progress and its reversal”. (Nat.)	A.V.V.M Sri Pushpam College, Poondi, Thanjavur.	Rural women north state empowerment, entrepreneurship & MSMEs In India.	20&21 March 2015
12	Digital Marketing. (Nat.)	S.Vellachamy Nadar College, Madurai.	Digital Marketing.	25-Feb-2016.
13	Innovations in big data search, mining & management. (Nat.)	Arul Anandar College, Karumathur, Madurai.	A Study On Employee Retention With Special Reference To Tafe-Madurai.	26-Feb-2016.
14	Online marketing of services in the globalization era. (Nat.)	Sourashtra College, Madurai.	The Rise of Indian Women Enerepreneur in E-commerce.	15-Mar-2016.
15	Role of information and communication technology (ICT) on the growth of serviceindustries. (Nat.)	Sri Kaliswari College,Sivakasi	Features and Effectiveness of E-learning tools.	20&21-March 2016.
16	Make in india- Initiatives, ideas & Challenges. (Int.)	Vir dhunagar Hindu Nadars’ Senthikumar Nadar College, Virudhunagar.	Innovation and Entrepreneurship in Today’s Scenario.	19&20-August 2016.
17	Innovation needed in commerce, economics and management to meet the present crises and craze. (Int.)	Mangayarkarasi college of arts and science for women.Madurai.	Imperative & Challenges Of Mobile Banking In India.	24-Sep-2016.
18	Payments banks opportunities and challenges. (Nat.)	Vir dhunagar Hindu Nadars’ Senthikumar Nadar College, Virudhunagar.	Emerging trends in Indian banking sector.	29&30-Sept. 2016.
19	“Transforming economic system to counter contemporary economic issues” (Nat.)	Jamal Mohamed College, Tiruchirappalli.	System of globalization – It’s socio-economic impact on India.	31-Jan-2017.

S. No.	Topic (State / Nat'l / Int'l)	Organized by Dept./University/College	Paper Title	Date
20	Recent trend in digital marketing in the global business. (Int.)	Sourashtra College, Madurai.	A Study of Internet Marketing In India: Challenges and Opportunities.	24-Feb-2017.
21	Startup India-A Way to Standup India. (Nat.)	Virudhunagar Hindu Nadars' Senthikumar Nadar College, Virudhunagar.	Entrepreneurship Development in India-The focus on Startups.	03&04-March 2017
22.	Working Women: Problems and Prospects	Virudhunagar Hindu Nadars' Senthikumar Nadar College, Virudhunagar	Challenges and Problems faced by women workers in India	19&20-July 2017
23.	Women Empowerment and Entrepreneurship	Virudhunagar Hindu Nadars' Senthikumar Nadar College, Virudhunagar	E-Governance in Rural India	27&28-Feb 2018
24.	Emerging Trends and Challenges (Int.)	NPR Arts & Science College, Natham, Dindigul	Future of E-Commerce In India	31-Jan-2019

#### **IV. Additional Responsibilities taken in our College:**

S.No.	Position	NSS/NCC/Committee/Club/etc.,	Date/Period
1	Programme Officer	NSS	01/09/2020 to 27/04/2023
2.	Member	Placement Cell	22/12/2021 to Till date

#### **V. Attended Orientation/Refresher/FDP/Other Programme**

S.No.	Topic	Orientation/Refresher/FDP	Name of the College/University	Date/Period
1	“Teaching Methods and Inter-Personal Relationships”	Faculty Development Programme.	Sourashtra College, Madurai.	15-03-2014.
2	Teachers on Teach Effectiveness.	Orientation Programme.	Sourashtra College, Madurai.	07-03-2015.
3	Redefined Role Of Teachers.	Faculty Development Programme.	Sourashtra College, Madurai.	05-03-2016.
4	“Digital learning and Quality”.	Faculty Development Programme.	Sourashtra College, Madurai.	11-03-2017.
5.	Innovation In Teaching	Faculty Development Programme	Sourashtra College, Madurai.	17-03-2018
6.	Chill Out	Faculty Development Programme	Sourashtra College, Madurai.	07-06-2021
7.	Educational Leaders	Faculty Development Programme	Madurai Gandhi NMR Subbaraman College for Women, Madurai.	11-06-2021 to 12-06-2021

**VI. Any other Achievements:** Received “Best Professor of the Year – 2017” Award from Graduation Day.