

**BIO-DATA**

**NAME** : Dr. J. DURAICHAMY  
**QUALIFICATION** : M.Com., M.Phil., Ph.D.,  
**DESIGNATION** : ASSOCIATE PROFESSOR and HEAD  
**DEPARTMENT** : COMMERCE  
**DATE OF BIRTH** : 04.06.1967 AGE: 57  
**DATE OF APPOINTMENT** : 12<sup>th</sup> OCT 2007  
**TEACHING EXPERIENCE** : UG: 16 YEARS PG: 15 YEARS  
**RESEARCH EXPERIENCE** : M.PHIL: 15 YEARS PH.D: 10 YEARS  
**SPECIALIZATION** : ACCOUNTANCY, FINANCE & HRM



**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 Internationalsl Journal of Commerce | An Empirical Study on social involvement of India's top most companies with special focus on Corporate Social Responsibility(CSR)      | 2320 - 4168              | Oct-18       |
| 2.   | Shanlax Internationalsl Journal of Commerce | A Study on Entrepreneurship development if India Throught Innovative Banking systems - with special reference to Mobile Banking system | 2320 - 4168              | Jan-19       |
| 3.   | Shanlax Internationalsl Journal of Commerce | A Stusy on Social Media marketing in the Digitalized Exam with special Focus on the Pros and Cons                                      | 2320-4168                | Apr-19       |
| 4.   | Shanlax Internationalsl Journal of Commerce | A study on Impact of GST on Indian Digital Marketing   | P-2320-4168, E-ISSN 2582 | Jan-20       |
| 5.   | Shanlax Internationalsl Journal of Commerce | An Empirical study on International market Scenario in Modern Economic ERA of India  | 2319 - 961X, E-ISSN 2582 | Mar-20       |
| 6.   | Shanlax Internationalsl Journal of Commerce | Low Anger may balance the blood pressure   | 2319 - 961X              | Jun-19       |
| 7.   | Shanlax Internationalsl Journal of Commerce | An Empirical study on MSMEs in India In the contemporary ERS with special focus on the constraints and opportunities                   | 2320 - 4168              | Jul-19       |

## II. OTHER ACHIEVEMENTS

### 1. RESEARCH GUIDANCE :

| S. No. | Research Degree | No. of Research Scholars |          |
|--------|-----------------|--------------------------|----------|
|        |                 | Completed                | On going |
| 1.     | M.Phil.,        | 07                       | -        |
| 2.     | Ph.D.,          | -                        | 03       |

### 2. Acted in the key post at other College/University/Other Institutions

(Such as University Nominee, Ext. Examiner for Ph.D. ,Viva-Voce exam, Member of Inspection/Interview committee etc.,)

| S.NO. | POSITION                       | NAME OF THE COLLEGE/UNIVERSITY | DATE/PERIOD      |
|-------|--------------------------------|--------------------------------|------------------|
| 1     | Subject expert – UG and PG BoS | E.M.G. Yadava College, Madurai | 2018 – till date |
| 2     | Subject expert – UG and PG BoS | VHNSN College, Virudhunagar    | 2019 – till date |

### 3. Any other Achievements:

- Serving as Controller of Examination in charge from June 2024 onwards
- Served as Deputy Controller of Examination for a period of 4 years



**Signature of the Staff**