


## 1. General Information

<b>Name</b>	<b>Dr.K.Rajamannar</b>	
<b>Designation</b>	<b>Assistant Professor</b>	
<b>Educational Qualification</b>	<b>M.Com, B.Ed, MBA,. M.Phil, M.Lisc, Ph,D</b>	
<b>Department</b>	<b>Commerce</b>	
<b>Area of Specialization</b>	<b>Finance, Marketing and Securities Market</b>	
<b>Contact Number</b>	<b>94420 25363</b>	
<b>Contact E – Mail</b>	<b>Mannar1977@ gmail.com</b>	

## 2. Teaching Experience

<b>S.No</b>	<b>Designation</b>	<b>From</b>	<b>To</b>	<b>Department</b>	<b>Teaching UG (Or) PG</b>	<b>Name of the College / Organization</b>
01	Assistant Professor	01.12.2016	Till Date	Commerce	UG & PG	M.S.University
02	Assistant Professor and Head	01.07.2013	01.11.2016	Management Studies	PG	P.S.R. Engineering College, Sivakasi.
03	Senior Lecture	01.07.2009	31.06.2012	Management Studies	PG	
04	Lecturer	23.01.2004	31.06.2009	Management Studies	UG & PG	

## 3. Research Experience

<b>S.No</b>	<b>Degree</b>	<b>No of Candidates.</b>
01	<b>Ph.D, Awarded</b>	<b>10</b>
02	<b>Ph.D, Awarded (Ongoing)</b>	<b>04</b>

03	<b>M.Phil Projects</b>	<b>10</b>
04	<b>M.Com Projects</b>	<b>30</b>

### Ph.D. Awarded

S.No	Name	Year	Current Designation.
01	Dr.V.Gokulanatchiyar	2020	Assistant Professor / Commerce, P.S.G.R.Krishnammal College, Coimbutore.
02	Dr.S.Maharani @ Kavitha	2020	Business
03	Dr.S.Rajkumar	2020	Assistant Professor / Commerce, S.R.M.University, Chennai.
04	Dr.P.Yamuna	2021	Assistant Professor / Commerce, Mano College, Tisyanvillai.
05	Dr.C.Indira Refline Missier	2022	Assistant Professor / Commerce, Kamaraj College, Tuticorin.
06	Dr.M.Nithya	2022	Assistant Professor / Commerce, M.S.University, Tirunelveli.
07	Dr.A.Kumudha	2022	Assistant Professor / Commerce, S.N.College, Madurai.
08	Dr.R.Subitha Rani	2022	Assistant Professor / Commerce, Annai Adersa College, Chennai.
09	Dr.G.S.Ponsivaraj Aravind	2024	Assistant Professor / Commerce, A.P.A.College, Nanguneri.
10	Dr.D.Ashwini Dharman	2025	Business

#### 4. PUBLICATIONS.

Sl. No.	Paper Title, Journal name, Vol., issue, pp., Yr of Publication
01	"Automobile Industry – Key Driver for Economic Growth" <b>International Journal of Science Technology</b> Impact Factor: 6.3. Volume No.6. Issue No.02. February 2017
02	"Impact of Integrated Marketing Communication on Consumers Buying Behaviour" <b>International Journal of Science Technology</b> Impact Factor: 6.3. Volume No.6. Issue No.02. February 2017
03	"Impact of Marketing in India over different sectors of India" <b>Research Journal of SRNMC</b> . Volume No.1. March 2017.
04	"Analysis of Pricing Strategies Towards Apparel Segments among Retailers, Sri Ganapathy Silks in Sankarankovil" <b>International Journal of Research and Technology</b> . Volume No.5. Issue. No.17. April 2017.
05	"Triple Bottom Line Accounting" <b>Xaverian Journal of Marketing</b> . Volume No.12. Issue. No.12. July 2017.
06	"India Policy towards East Asia and China" <b>International Journal of Finance Research Review</b> . Volume No.5. Issue No.7. July 2017.
07	"An Overview of the Consumer Protection Act 1986 in India" <b>International Journal of Business Intelligence &amp; Innovations</b> . Volume No.1. September 2017.
08	"Leadership Style " <b>Journal of Management and Science</b> . Volume No.2. October 2017.
09	"Customer Satisfaction with E-Banking Services with Special Reference to Indian Bank, Abeshakapatti Branch " <b>Shanlax International Journal of Commerce</b> . Volume No.6. January 2018.
10	"Impact of Marketing Development" <b>Research Journal of SRNMC</b> . Volume No.1. February 2018.
11	"Impact of Marketing Development" <b>Research Journal of SRNMC</b> . Volume No.1. February 2018.
12	"Problems and Prospectus of Labours in Salt Manufacturing Industries in

	<i>Thoothukudi District</i> ” <b>Research Journal of SRNMC</b> . Volume No.1. February 2018.
13	“ <i>Electronic Commerce : A Study on Opportunities in an Emerging Economy</i> ” <b>Research Journal of SRNMC</b> . Volume No.1. February 2018.
14	“ <i>Customer Satisfaction with E-Banking Services</i> ” <b>Research Journal of SRNMC</b> . Volume No.1. February 2018.
15	“ <i>E-Commerce : Government and Private Customer Satisfaction with E-Banking Services with Special Reference to Indian Bank, Abeshakapatti Branch</i> ” <b>Shanlax International Journal of Management</b> . Volume No.5. February 2018.
16	“ <i>Macro Economic Impact of Demonetization</i> ” <b>Shanlax International Journal of Economics</b> . Volume No.6. March 2018.
17	“ <i>Historical Background of GST</i> ” <b>Shanlax International Journal of Management</b> . Volume No.5. March 2018.
18	“ <i>Technology Innovations: Its Impact on Banking Sector</i> ” <b>NISMA Journal of Management</b> . Volume No.10. March 2018.
19	“ <i>GST on Sugar Industry and its By-Products</i> ” <b>Sadakath A Research Bulletin</b> . Volume No.5. March 2018.
20	“ <i>Good and Service Tax in India : An Overview</i> ” <b>Sadakath A Research Bulletin</b> . Volume No.5. March 2018.
21	“ <i>Study on Brand Loyalty and Switching among Mobile Phone users in Tirunelveli District</i> ” <b>BODHI International Journal of Research in Humanities, Arts and Science</b> . Volume No.2. April 2018.
22	“ <i>Role of Government in Entrepreneurship Development</i> ” <b>Xaverian Journal of Marketing</b> . Volume No.14. Issue. No.14. July 2018.
23	“ <i>Cloud Computing in Banking: Overview and Benefits</i> ” <b>International Journal of Emerging Technologies and Innovative Research</b> . Volume No.5. March 2018.
24	“ <i>A Study on Factors influencing customers Satisfication towards E-Banking services in SBI Main Branch Tirunelveli</i> ” <b>International Journal of Primax Foundations</b> .

	Volume No.7. October 2018.
25	<i>"Cyber Challenges in E-Commerce"</i> <b>International Journal of Management and Social Sciences</b> . Volume No.8. March-2019.
26	<i>"Technology Impact on Human Resource"</i> <b>International Journal of Research and Analytical Reviews</b> . Volume No.5. November 2018.
27	<i>"A Study on Problems and Prospectus of Labour in Salt Manufacturing Industries in Thoothukudi District"</i> <b>Sadakath A Research Bulletin</b> . Volume No.6. March 2019.
28	<i>"A Study on Problems of the Salt Industry Laborers in Thoothukudi"</i> <b>International Journal of Research Directions</b> Volume No.5. March 2019.
29	<i>"A Study on Perception of Customers Challenges towards Digitization of Banking System in India (Special Reference to Nanguneri Taluk)"</i> <b>Asian Journal of Multidimensional Research</b> Volume No.8. April 2019.
30	<i>"Government Innovative Schemes to Develop of Women Entrepreneurs"</i> <b>Asian Journal of Multidimensional Research</b> Volume No.8. April 2019.
31	<i>"Goods and Services Tax in Other Countries"</i> <b>International Journal of Cape Comorin</b> . Volume No.1. July 2019.
32	<i>"Impact of Green Marketing on Buying Awareness and Satisfaction of Customers with Special Reference to Tirunelveli"</i> <b>International Journal of Our Heritage</b> . Volume No.68. January 2020.
33	<i>"A Study on Impact OF Make in India in Indian Foreign Direct Investment"</i> <b>Shanlax International Journal of Economics</b> . Volume No.6. March 2020.
34	<i>"Role of Banks on Women Empowerment Through Self Help Groups"</i> <b>Studies in Indian Place Name</b> . Volume No.6. March 2020.
35	<i>"A Study on Impact of Confectionery Products Advertisement on Children's Buying Behaviour"</i> <b>MuktShabd International Journal of MuktShabd</b> . April 2020.
36	<i>"Awareness and Satisfaction of Bancassurance among Customers with Special Reference to Tirunelveli District"</i> <b>International Journal of Analytical and Experimental Model Analysis</b> . Volume No.6. June 2020.

37	<i>"A Study on Factors Influences the Customer on Purchasing insurance Product from Banks"</i> <b>International Journal of Analytical and Experimental Model Analysis</b> . Volume No.6. August 2020.
38	<i>"Role of Micro Finance for Rural Development with special reference to SHGs in Tirunelveli District"</i> <b>PalArch's Journal of Archaeology of Egypt/Egyptology"</b> .September 2020.
39	<i>"Role of Microfinance for Rural Development with Special Reference to SHGs in Tirunelveli District"</i> <b>Research Journal of Dogo Rangsang</b> . Volume No.10. December 2020.
40	<i>"Gender Discrimination In Workplace Of The School Teacher"</i> <b>Turkish Journal Of Physiotherapy And Rehabilitation, Volume 12</b> , January 2021
41	<i>A Comparative Study On Customer Satisfaction Towards Service Quality Of Indian Bank And Indian Overseas Bank In Madurai District</i> , <b>Kala Sarovar International Journal</b> , July 2021
42	<i>A Study On Customer Service Quality In Public Sector Banks With Special Reference To Madurai District</i> , <b>Shodhsamhita : Journal Of Fundamental &amp; Comparative Research</b> , August 2021.
43	<i>Government And Institutional Support Rendered To Women Entrepreneurs In Chennai</i> , <b>GIS Science Journal</b> , August 2021.
44	<i>A Study on Patient's Satisfaction towards Service Quality of Government Hospitals with Special Reference to Tirunelveli District</i> , <b>Tianjin Daxue Xuebao Journal of Tianjin University Science and Technology</b> (Scopus Journal), <b>October 2021</b>
45.	<i>A Study on Customer Awareness and Satisfaction in Public Sector Banking Services in Madurai City</i> , <b>Utkal Historical Research Journal</b> ,December -2021.
46.	<i>Moocs: An Open Distance Learning</i> , <b>Natural Volatiles &amp; Essential Oils</b> (Scopus journal) , December 2021.
47.	<i>Customer's Satisfaction towards Deposit Schemes of State Bank of India in Thoothukudi District</i> , <b>International Journal of Mechanical Engineering</b> , January 2022

48.	<i>A Study on Problems of the Salt Industry Labourers in Thoothukudi,</i> <b>Shodhsamhita</b> , February 2022.
49	<i>A Study on Problems and Prospectus Women Fish Vendors in Kanyakumari District,</i> <b>AUT AUT Research Journal</b> , June 2022.
50	<i>A study on Challengers and Opportunities of Women Fish vendors in Kanyakumari District,</i> <b>IJFANS International journal of Food and Nutritional Science</b> <b>December 2022.</b>
51	<i>A study on Problems and Prospectus women fish vendors in Kanyakumari,</i> <b>International Journal of Early Childhood</b> , December 2022.
52	<i>A Study on the impact of Socio Economic Factors Influence in Online Shopping,</i> <b>Research Journal of SRNMC</b> , March 2023.
53	<i>A study on Patients Satisfaction towards Service Quality of Government Hospitals with Special Reference to Thoothukudi District Head Quarters Hospital , Kovilpatti,</i> <i>South Indian Journal of Social Sciences, Vol.XX1, June 2023.</i>
54	<i>Impact of Social Media Marketing on Consumer satisfaction towards small Business Entrepreneurship – Special Reference to Coimbatore City,</i> <b>Rabindra Bharathi University Journal of Economics</b> , October 2024.
55	<i>A Study on Consumer Preference Towards the Chabot used in the Food Delivery Platforms – Special Reference to Coimbatore City.</i> <b>International Journal of Cultural Studies and Social Sciences</b> , December 2024

## 5. ORGANIZING SEMINARS/ CONFERENCES/ WORKSHOPS.

S.No	Name of the Seminar / Conferences / Workshops
01	<b>Co-ordinator</b> – Inaugural Functions of MARCOMM CLUB, (Marketing and Communication Club), held on 15.11.2016.
02	<b>Co-ordinator</b> – One Day Work shop on “ Annual Report Preparation” held on 16.11.2016.
03	<b>Co-ordinator</b> – Inaugural Functions of CONSUMER CLUB, held on 16.11.2016.
04	<b>Co-ordinator</b> – “Three Days Workshop on CBSE NET/SLET Examinations – 2017” held

	on 01-12.2016 to 03.12.2016.
05	<b>Co-ordinator</b> – “National Seminar on Goods and Services Tax : Issues and Challenges” held on 10.03.2017 and 11.03.2017.
06	<b>Co-ordinator</b> – “International Conference on INDIA 2030” held on 01.09.2017 and 02.09.2017.
07	<b>Co-ordinator</b> – “International Seminar on E-Society for Nation Building and Empowerment (E-SNBE-2017)” held on 06.09.2017.
08	<b>Co-ordinator</b> – “MSUCOMM Championship 2018” (State Level Inter Collegiate Competition), held on 31.01.2018.
09	<b>Co-ordinator</b> – “Alumni Sponsored Two Days International Seminar on Green Entrepreneurship” , held on 13.12.2018 and 14.12.2018.
10	<b>Co-course Director</b> – “ICSSR Sponsored Two – Week Capacity Building Programme for Social Science Faculties “ held on 01.02.2019 to 12.02.2019.
11	<b>Co-ordinator</b> – “MSUCOMM Championship 2019” (State Level Inter Collegiate Competition), held on 09.03.2019.
12	<b>Co-course Directors</b> – “ICSSR IMPRESS Sponsored Three Days International Conference on “ Employment Skills and Rural Transformation “ held on 11.04.2019 to 13.04.2019.
13	<b>Co-convener</b> – “Two Days International Workshop on Writing Quality Research Papers – Publishing in SCOPUS and CARE Approved Journals“ held on 13.07.2019 to 14.07.2019.
14	<b>Co-ordinator</b> – International Conference on “ Digital Initiatives for Higher Education : Quality and Pertinence” held on 29.07.2019.
15	<b>Organizing Secretary</b> - “One Day Workshop on Writing Skills for Quality Research and Publication” held on 11.02.2020.
16	<b>Co-ordinator</b> – “MSUCOMM Championship 2020” (State Level Inter Collegiate Competition), held on 29.02.2020.
17	<b>Co-ordinator</b> – Consumer Club – Road Awareness Safety Programme, from 05.02.2020 to 07.02.2020.
18	<b>Co-ordinator</b> – World Consumer Day Celebrations, March 15 – Consumer Awareness Programme, held on 16.03.2020.
19	<b>Co-ordinator</b> – “Mega International Conference : Wellness : An Educational Edification” , held on 04.05.2024 and 05.05.2024.

## 6. PUBLICATIONS OTHER THAN RESEARCH PAPERS.

S.No	Title of the Book
01	<b>Workshop Manual CBSE NET/SLET Examination 2017</b> , Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, 2017. ISBN: 978- 93 – 51747437



02	<b>Goods and Service Tax Challenges and Issues</b> , Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, 2017. ISBN: 978- 93 – 51948227
03	<b>E-Society for Nation Building and Empowerment</b> , Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, 2017. ISBN: 978 – 93 – 84734558
04	<b>Investment Management</b> , Publication Division, Manonmaniam Sundaranar University, Tirunelveli, 2018.
05	<b>Supply Chain and Logistics Management</b> , Publication Division, Manonmaniam Sundaranar University, Tirunelveli, 2018. ISBN: 978 - 93 - 81402535
06	<b>Emerging Trends in Green Entrepreneurship</b> , Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, 2018. ISBN: 978 - 93 – 81402610
07	<b>Principles of Management</b> , Arunachalam Publication, K.R.Nagar, Kovilpatti, 2019. ISBN: 978-93-5737-764-5
08	<b>Marketing Management</b> , Arunachalam Publication, K.R.Nagar, Kovilpatti, 2017. ISBN: 978-93-5759-895-8
09	<b>India @ 75 Achievements of Indian Economy</b> , Arunachalam Publication, K.R.Nagar, Kovilpatti, 2017. ISBN: 978-93-5737-395-1
10	<b>Banking Theory Law and Practice</b> , Charulatha Publications, Chennai.

## 7. ADMINISTRATIVE EXPERIENCE PUBLICATIONS OTHER THAN RESEARCH PAPERS.

S.No	Post Held
01	<b>Additional Controller of Examinations</b> , University Departments, from 21.12.2016 to Till Date.
02	<b>Additional Controller of Examinations</b> , Directorate of Distance and Continuing Education, from 01.07.2023 to Till Date.

03	<b>Assistant Director (Admission)</b> , Directorate of Distance and Continuing Education, from 28.09.2023 to Till Date.
04	<b>Co-ordinator – M.Phil / Ph.D Qualifying Entrance Examinations for June 2017 Sessions to Till Date.</b>
05	<b>Co-ordinator – Supplementary M.Phil / Ph.D Qualifying Entrance Examinations for July 2017 Session</b>
06	<b>Co-ordinator – Ph.D., Course Work Examination for January 2018 Session to Till Date</b>
07	<b>Member - Criteria I Booklet Preparation to NAAC – 2021 -22 To Till Date.</b>
08	<b>Member – Preparation of Academic Calendar and Attendance and Assessment Record Note Books from 2017 – 2018 to 2020 -2021.</b>
09	<b>Member – University Level Advisory Committee for National Service Scheme from 2017-2018 to 2018 -2019.</b>
10	<b>Co-ordinator – Criteria IV to finalize the Booklet Preparation to NAAC Visit for the Academic Year 2018 -2019.</b>
11	<b>Member – Accommodation Committee – NAAC PEER TEAM Visit to our University 18.07.2018 to 21.07.2018.</b>
12	<b>Liaison Officer – Department of AQAR &amp; NIRF Document Preparation – Department of Commerce from 2018 -2019 to 2021 – 2022 .</b>
13	<b>Joint Secretary – Swami Vivekananda Studies from 2020 – 2021 to 2022 - 2023.</b>
14	<b>University Representative – College Committee – K.R.College of Arts &amp; Science, Kovilpatti from 05.02.2019 to 04.02.2021.</b>
15	<b>University Representative – College Committee – Unnamalai College of Arts &amp; Science, Kovilpatti from 05.02.2021 to 04.02.2023.</b>