

**NEHRU MEMORIAL COLLEGE (AUTONOMOUS)**

**PUTHANAMPATTI-621007**

**STAFF PROFILE**

**NAME OF THE STAFF** : **Dr. R. MATHIVANAN**  
**DESIGNATION** : **Director**  
**DEPARTMENT** : **Commerce and Management Studies**



**1. CONTACT**

**Address** : **Dr. R. MATHIVANAN**  
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**2. ACADEMIC QUALIFICATIONS**

Degree	College/University/Board	Year of Passing/ Awarded
Ph.D. – Commerce (1994-2000)	Periyar E.V.R. College,b Tiruchirappalli – 23	September, 2000
M.B.A. - Management	Vinayaka Missions University, Salem	February, 2007
M.Phil – Commerce	Bharathidasan University, Tiruchirappalli-24	June, 1990
M.Com. – Commerce	Urumu Dhanalakshmi College, Tiruchirappalli-19	April, 1985
D.L.L. – Labour Laws	University of Madras	November 1990
B.Com. – Commerce (1980-1983)	Periyar E.V.R. College Tiruchirappalli – 23	April 1983

**3. TEACHING EXPERIENCE**

<b>Sl. No.</b>	<b>Designation</b>	<b>Name of the Institution</b>	<b>Period From - To</b>	<b>Total Experience</b>
<b>1.</b>	<b>Director</b>	Nehru Memorial College (Autonomous) Puthanampatti,	<b>05.08.2019 to Till Date</b>	<b>--</b>
<b>1</b>	<b>Director</b>	UGC – Human Resource Development Centre Bharathiar University, Coimbatore-46	<b>01.08.2014 To 31.07.2019</b>	<b>5 Years</b>
<b>2</b>	<b>Director i/c</b>	School Of Distance Education, Bharathiar University, Coimbatore-46	<b>06/07/2016 To 08/02/2018</b>	<b>1 year 7 Months</b>
<b>2</b>	<b>Director i/c</b>	Bharathiar University PG Extension Centre, Erode	<b>06.05.2013 To 31.07.2014</b>	<b>1 Year 2 Months</b>
<b>3</b>	<b>Principal</b>	Bharathiar University Arts and Science College, Modakkurichi, Erode Dist.	<b>11.08.2012 to 31.07.2014</b>	<b>2 Years</b>
<b>4</b>	<b>Principal</b>	Bharathiar University Arts and Science College, Valparai, Coimbatore Dist.	<b>14.06.2007 to 10.08.2012</b>	<b>5 Years 2 Months</b>
<b>5</b>	<b>Dean of Commerce and Management</b>	Thanthai Hans Roever College, Perambalur	<b>05.10.2005 to 13.06.2007</b>	<b>1 Year 8 Months</b>
<b>6</b>	<b>Reader and Head, Department of Commerce</b>	Thanthai Hans Roever College, Perambalur	<b>14.10.1985 to 13.06.2007</b>	<b>21 Year 8 Months</b>

**4. RESEARCH EXPERIENCE (in years) :****20 Years****5. AREA OF RESEARCH :**

- \* Marketing Management**
- \* Financial Management**
- \* Co-operative Banking**
- \* Human Resource Management**

**6\*\*. RESEARCH GUIDANCE (In Numbers)**

Sl.No	Research Guide ship	No. of Scholars
1	Ph.D Degree Awarded - Commerce	12
2	Ph.D Degree Awarded - Management	07
3	Ph.D Thesis Submitted - Commerce	01
4	Ph.D Persuing - Management	01
5	M.Phil Awarded	52

**7\*\*. PUBLICATION(S) (In Numbers)**

Journal(s)		Book(s) / Chapter(s) / Monograph(s) / Manual(s)
International	National	
05	12	01

**8\*\*. PARTICIPATION (In Numbers)**

Events	International	National	State	Regional
Conference(s)	03	06	03	01
Seminar(s)	--	02	01	14

**9. FUNDED RESEARCH PROJECT(S)**

List of Completed Project(s)					
S. No.	Agency	Period		Project Title	Grant Allocated (Rs. In Lakhs)
1.	ICSSR	From 2014	To 2016	A STUDY ON SOCIO ECONOMIC STATUS OF TEA GARDEN EMPLOYEES IN VALPARAI, COIMBATORE (DT)	Rs.4,00,000/-

**10. DISTINCTIVE ACHIEVEMENT(S) / RECOGNITION(S) / AWARD(S)**

<b>Sl. No.</b>	<b>Name of the Awards</b>	<b>Name of the Institution</b>	<b>Year</b>
<b>1</b>	<b>Mother Teresa Gold Medal Award</b>	<b>Global Economic Progress &amp; Research Association</b>	<b>2012</b>
<b>2</b>	<b>Dr. A.P.J. Abdul Kalam Gold Medal Award - 2015</b>	<b>Universal Achievers Foundation</b>	<b>2015</b>
<b>3</b>	<b>Best Teacher Award – 2015</b>	<b>GRABS Educational Charitable Trust</b>	<b>2015</b>
<b>4</b>	<b>Indira Gandhi Gold Medal Award</b>	<b>Global Economic Progress &amp; Research Association</b>	<b>2017</b>
<b>5</b>	<b>Doctor of Letters</b>	<b>International Tamil University, USA</b>	<b>2017</b>

**11. ACADEMIC / ADMINISTRATIVE RESPONSIBILITIES HELD**

- Acted as a Co-ordinator for IGNOU Study Centre for 5 years
- Served as a N.S.S Programme Officer for a period of 5 years
- Served as a Co-ordinator for a period of 1 Year and 6 months for CDI programme funded by Ford Foundation, New Delhi.
- Acted as a Deputy Warden for a period of 1 Year and 6 months
- Acted as a Evening College in-charge for a period of 1 Year and 6 months
- Acted as a Chief Superintendent for 6 years for Bharathidasan University Examinations
- Acted as a Chief Superintendent from November 2007 to 31<sup>st</sup> July, 2014 for Bharathiar University Examinations

**20. DETAILS OF RESEARCH GUIDANCE****Ph.D. in COMMERCE:**

<b>Sl. No.</b>	<b>Name of the Candidate</b>	<b>Title of the Thesis</b>	<b>Name of the University</b>	<b>Date of Completion</b>
<b>1</b>	<b>P. Uma Maheswari</b>	<b>A Study on Consumer perception about the E-Banking Services in Tiruchirapalli District, Tamilnadu.</b>	<b>Bharathiar University</b>	<b>25.02.2013</b>

2	<b>D. Sasikaladevi</b>	<b>Customers Perception and Satisfaction Towards Service Rendered by Life Insurance Companies</b>	<b>Bharathiar University</b>	<b>30.09.2014</b>
3	<b>P. Soundaravalli</b>	<b>A Study on Stress among the Teaching Faculties in Self-Financing Arts and Science Colleges in Coimbatore District.</b>	<b>Bharathiar University</b>	<b>29.12.2014</b>
4	<b>B. Nithya</b>	<b>Service Quality of Banking Sector and Its Impact on Customer Satisfaction in Ariyalur District.</b>	<b>Bharathiar University</b>	<b>18.02.2015</b>
5	<b>G. Susila</b>	<b>A Study on Organizational Climate of Cement Companies in Ariyalur District.</b>	<b>Bharathiar University</b>	<b>09.03.2015</b>
6	<b>A.Y. Kettiramalingam</b>	<b>A Study on Customer Relationship Management in selected Public &amp; Private Banks with Special Reference to Coimbatore District.</b>	<b>Bharathiar University</b>	<b>06.07.2015</b>
7	<b>A. Akila</b>	<b>A Study on Customer Service Rendered by State Bank of India, Ariyalur District.</b>	<b>Bharathiar University</b>	<b>17.08.2015</b>
8	<b>G. Boopathy</b>	<b>The Impact of Micro Finance on Empowerment of Women Self – Help Groups in Namakkal District.</b>	<b>Bharathiar University</b>	<b>29.08.2015</b>
9	<b>K. Mohanaranjani</b>	<b>Savings and Investment Pattern of Working Women in Coimbatore District.</b>	<b>Bharathiar University</b>	<b>23.02.2016</b>

10	<b>V.S. Ravi</b>	<b>Investment Pattern of the Employees in Knitted Garment Industries in Tiruppur District.</b>	<b>Bharathiar University</b>	<b>07.05.2016</b>
11	<b>M. Nithyadevi</b>	<b>A Study on Brand Loyalty of Fast Moving Consumer Goods (With Special Reference to Female Consumers in Coimbatore District)</b>	<b>Bharathiar University</b>	<b>07.05.2016</b>
12	<b>K. Maruthadurai</b>	<b>A Study on Industrial Relations in Public and Private Limited Cement Companies with Special Reference to TANCEM &amp; DALMIA, Ariyalur District.</b>	<b>Bharathiar University</b>	<b>03.04.2017</b>
13	<b>P. Rameshwari</b>	<b>A Study on Buyer Behaviour and Brand Preference of Cosmetics Products among the Girl Students in Colleges With Special Reference to Perambalur District.</b>	<b>Bharathiar University</b>	<b>Thesis Submitted (31.12.2018)</b>

**Ph.D. in MANAGEMENT:**

<b>Sl. No.</b>	<b>Name of the Candidate</b>	<b>Title of the Thesis</b>	<b>Name of the University</b>	<b>Date of Completion</b>
1	<b>N.S. Shibu</b>	<b>A Study on Evaluation of Labour Welfare Measures with Special Reference to the Management of Health Care Facilities in Cochin Port Trust, Kerala State.</b>	<b>Vinayaka Missions University</b>	<b>27.11.2010</b>
2	<b>N. Vijai Anand</b>	<b>A Study on Quality of work Life among Employees in M/s. Grasim Industries Limited, Ariyalur, TamilNadu.</b>	<b>Vinayaka Missions University</b>	<b>11.12.2010</b>

3	<b>K. Soundrapandian</b>	A Study on HRD Practices with Reference to a Garment Manufacturing Unit.	Vinayaka Missions University	18.12.2010
4	<b>M. Ganesh</b>	A Study on Coping Patterns of Occupational Stress Among Executives in an Automobile organization.	Vinayaka Missions University	20.12.2010
5	<b>S. Senthilkumar</b>	A Study on Marketing Strategy of Bajaj Auto Limited in Salem District of Tamilnadu.	Vinayaka Missions University	28.05.2011
6	<b>K. Selvavinayagam</b>	A Study on Policy Holders Preference and Satisfaction of Selected Life Insurance Companies With Special Reference to Namakkal District.	Vinayaka Missions University	04.06.2012
7	<b>A. Xavier Amaladoss</b>	A Study on Industrial Relations at M/s. Perambalur Sugar Mills Ltd., Eraiyur, Perambalur District.	Vinayaka Missions University	22.06.2016
8	<b>M. Robinson</b>	A Study on Human Resource Management in TamilNadu Cements (TANCEM) Corporation Limited, TamilNadu.	Vinayaka Missions University	Synopsis Submitted

## 21. Details of Seminar's Conducted:

S.NO	EVENTS	DATE
1	Organized One Day Seminar on "Skill and Knowledge for Success"	21.8.2019
2	Organized Seminar on "Union Budget 2020"	14.02.2020
3	Organized Seminar on "Employees Provident Fund Organization – Provisions"	13.02.2021

## 22. Details of Webinar's Conducted

S.NO	EVENTS	DATE
1	Organized Webinar on “ How to Face on Interview”	08.07.2020
2	Organized Webinar on “ Forthcoming Small & Medium Business Prospects – Post COVID – 19”	10.07.2020
3	Organized Webinar on “Career Guidance and Opportunities for Commerce Graduates”	13.07.2020
4	Organized Webinar on “Artificial Intelligence and Its Applications in Business”	15.07.2020
5	Organized Webinar on “ Preparedness for NET Exam Paper – I”	21.07.2020
6	Organized Webinar on “ Shapers”	27.07.2020
7	Organized Webinar on “Indian Armed Forces and Job Opportunities for Arts & Science College Students”	08.08.2020
8	Organized Webinar on “ Basics of Stock Market”	05.03.2021
9	Organized Webinar on “ New Consumer Protection Act”	13.03.2021

**HEAD OF THE DEPARTMENT**

**SIGNATURE OF THE STAFF**