

Name : M. Rajakrishnan
Designation : Assistant Professor
Department : Commerce with Computer Applications
Qualification : M. Com. (CA), M. Phil., MBA, PGDIB, SET, NET, (Ph. D.)
Experience : Teaching: 4 Years Industry: 1 Year
Area of Specialization(s) : Marketing Management, Accounting and Taxation
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Thiruvalluvar University	Pursuing
M.B.A.	Human Resource Management	Bharathiar University	2016
M. Phil.	Commerce	Hindusthan College of Arts and Science	2014
M. Com.	Computer Applications	Hindusthan College of Arts and Science	2013
B. Com.	Corporate Secretaryship	Hindusthan College of Arts and Science	2011

Additional Qualifications

Diploma/Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
NET	Commerce	UGC	2018
NPTEL	Principles of Human Resource Management	IIT, Kanpur	2018
PGDIB	International Business	Bharathiar University	2017
SET	Commerce	Tamil Nadu State Eligibility Test Council	2016

Research Publications (Indexed)

International

- 1) Dr. N. Brindha, M. Rajakrishnan, **A Study on Users Perception and Effectiveness of Social Media Marketing**, Review Of Research, Vol. 8, Issue 1, pp. 001-005, October 2018, ISSN: 2249-894X. (Indexed in UGC).

- 2) Dr. R. Chandrasekaran, M. Rajakrishnan, **Impact of Leverage on Profitability of ONGC Ltd.**, International Journal of Creative Research Thoughts, Vol. 6, Issue 2, pp. 842-853, April 2018, ISSN: 2320-2882. (Indexed in UGC).
- 3) Dr. K. Udayakumar, M. Rajakrishnan, **Assessment of Individual's Income Tax in India**, International Journal of Advanced Educational Research, Vol. 3, Issue 1, pp. 94-96, Jan 2018, ISSN: 2455-6157. (Indexed in EBSCO).
- 4) Dr. N. Brindha, M. Rajakrishnan, **Consumer Beliefs towards Social Media Advertising**, International Journal of Multidisciplinary Research and Development, Vol. 4, Issue 8, pp. 001-005, August 2017, ISSN: 2349-4182, (Indexed in EBSCO).

National

Dr. P. Jayasubramanian, Mr. M. Rajakrishnan. **GST and Technology**, Journal of Management and Science, Vol. 1, Special Issue 1, pp. 207-211, September 2017, ISSN: 2249-1260 (EBSCO).

Other Publications: International / National Journals

Dr. K. Udayakumar, Mr. M. Rajakrishnan, **Customers Perception towards Services Rendered by Private Commercial Banks: An Analytical Study in Coimbatore City**, Roots International Journal of Multidisciplinary Researches, Vol. 2, Issue. 1, pp. 105-110, November 2015, ISSN: 2349-8684.

Presentations in Conference

- 1) **GST A Game Change for Indian Economy**, National Conference on Impact of GST on Indian Economy, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 16-Mar-17.
- 2) **Physical Distribution and Channel Management**, National Conference on Marketing Unplugged: The Game – changing Innovations, Sri Ramakrishna College of Arts and Science for Women, Coimbatore, 9-Mar-17.
- 3) **Rural Development through Technology Advancement in Agriculture and Technology Marketing**, International Conference on Advances in Commerce and Management, Pioneer College of Arts and Science, Coimbatore, 18-Feb-17.
- 4) **Rural Youth Entrepreneurship Challenges and Opportunities in Indian Context**, National Seminar on Economic Empowerment of Women through Entrepreneurship Problems and Prospects, Dr. N.G.P. Arts and Science College, Coimbatore, 16-Aug-16.

- 5) **Unorganised Sector in India Challenges and Opportunities in Indian Perspective and Labour Issue**, National Level Seminar on Professionalising Unorganised Sector – A corporate View, Dr. N.G.P. Arts and Science College, Coimbatore, 24-Aug-16.
- 6) **A Study on Financial Growth of Rural Banking in India**, International Seminar on Trends in Global and Financial Markets, Hindusthan College of Arts and Science, Coimbatore, 6-Feb-15.
- 7) **Risk Management Model of E-Commerce by the Help of DSS**, National Conference on Changing Dynamics of E-Commerce, Dr. G.R.Damoderan College of Science, Coimbatore, 10-Mar-14.
- 8) **E-Commerce and Consumer Protection**, National Conference on Consumer Protection, Kaamadhenu Arts and Science College, Erode, 14-Feb-14.
- 9) **Corporate Governance**, National Conference on Ethics in Changing Global Business Environment, PSGR Krishnammal College for Women, Coimbatore, 11-Feb-14.
- 10) **Food Security Issues and Challenges**, National Conference on Rural Agricultural Development in India: Challenges and Prospects, Kaamadhenu Arts and Science College, Erode, 9 & 10-Jan-14.
- 11) **Inflation in India and its Causes Effects on the Economy and Management**, International Seminar on Trends in Global Economy and Economic Reforms in India, Hindusthan College of Arts and Science, Coimbatore, 7-Feb-14.
- 12) **Identification and Designing a Research Problem**, National Seminar on Research Methods in Social Sciences, P.K.R. Arts College for Women, Gobichettipalayam, 3 & 4-Jan-14.
- 13) **Trade Cycle of Consumers**, National Seminar on Consumer Challenges and Prospects, Hindusthan College of Arts and Science, Coimbatore, 1-Feb-13.
- 14) **FDI on Indian Tourism Industry**, National Seminar on Impact of Globalization on Indian Economy, Hindusthan College of Arts and Science, Coimbatore, 25-Jan-12.
- 15) **Rural Development through Technology Advancement in Agriculture and Technology Marketing**, International Conference on Advances in Commerce and Management, Pioneer College of Arts and Science, Coimbatore, 18-Feb-17.

Participation in Conference

International

- 1) **Impact of Digital Economy in India**, Bharathidasan College of Arts and Science, Erode, 12-Sep-18.
- 2) **E-Economy and its impact in India**, Tiruppur Kumaran College for Women, Tiruppur, 19-Jul-18.
- 3) **Information and Communication Technology for Business Turnaround: Sustainability, Growth and Innovation**, Vivekanandha College of Arts & Sciences for Women, Tiruchengode, 1 & 2-Feb-18.
- 4) **Symposium on Remonetisation: Introspect and Prospect**, Vellalar College for Women, Erode, 30-Aug-17.
- 5) **Pros and Cons of GST in India**, Bharathidasan College of Arts and Science, Erode, 11-Aug-17.

National

- 1) **Impact of GST on Indian Economy**, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 16-Mar-17.
- 2) **Marketing Unplugged: The Game-changing Innovations**, Sri Ramakrishna College of Arts and Science for Women, Coimbatore, 9-Mar-17
- 3) **Career Development and Career Guidance**, Vivekanandha College of Arts & Sciences for Women, Tiruchengode, 28-Dec-16.
- 4) **Computer Communication and Information Technology**, Dr. N.G.P. Arts and Science College, Coimbatore, 28-Sep-16.
- 5) **Business Challenges Under Globalisation**, Bharathidasan College of Arts and Science, Erode, 7-Sep-16.

Participation in Seminars

- 1) **Women Empowerment and Rural Entrepreneurship in the Formation of Self Help Groups: Challenges & Opportunities**, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 16-Feb-18.

- 2) **Advanced Research Methods for Management**, Coimbatore Institute of Management and Technology, Coimbatore, 11-Oct-13.
- 3) **Imperative Keys for Global Business Excellence**, Kongunadu Arts and Science College, Coimbatore, 4-Oct-13

Participation in Workshop

- 1) **Research Methodology and Application of SPSS in Research**, Hindusthan College of Arts and Science, Coimbatore, 4 & 5-Nov-13.

Participation in Faculty Development Programme

- 1) **Video Lesson Making For MOOCs**, Sankara College of Science and Commerce, Coimbatore, 4 & 5-Jan-19.
- 2) **Quality Measures in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3 & 9-Dec-18.
- 3) **Introduction to R Programming**, Velalar College of Engineering and Technology, Erode, 27 & 28-Nov-18.
- 4) **Global Business Foundation Skills**, Infosys BPM Ltd., Chennai, 1 to 9-Aug-18.

Conference / Seminar / Workshop Organized

- 1) Organizing Member, National Conference on Opportunities and Challenges of Business in the Digitalized Era (COCBD-2018), Dr. N.G.P. Arts and Science College, Coimbatore, 27 & 28-Sep-18.
- 2) Organizing Member, National Conference on Impact of Goods and Services Tax (GST), Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.