

Name : Mr. M. Rajakrishnan

Designation : Assistant Professor

Department : Commerce with Computer Applications

Qualification : M. Com. (CA)., M. Phil., MBA., PGDIB., SET., NET., (Ph. D.)

Experience : Teaching: 6 Years and 4 Months Industry: 1 Year

Area of Specialization(s) : Marketing and Taxation

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Academic Qualifications

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

Additional Qualifications

Diploma/Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
NPTEL	Corporate Social Responsibility	IIT, Kharagpur	2019
NPTEL	Financial Statement Analysis and Reporting	IIT, Roorkee	2019
NET	Commerce	UGC	2018
NPTEL	Principles of Human Resource Management	IIT, Kanpur	2018

PGDIB	International Business	Bharathiar University, Coimbatore	2017
SET	Commerce	Tamil Nadu State Eligibility Test Council	2016

Grants

Student Project Scheme

Project Title	Agency	Student Name	Class	Year
Impact of e-governance in Coimbatore district of Tamilnadu with special reference to good governance among SC/ST people in selected rural areas	Tamil Nadu State Council for Science and Technology	Nayana C P Subashri V	II M.Com. CA	2018-19

Mentoring

Course Title	Agency	No. of Mentees Appeared for Exam	No. of Mentees Cleared the Exam	Year
Principles of Human Resource Management	IIT Kharagpur	103	103	2018-19

Research Publications (Indexed)

International

- Dr. R. Prema & M. Rajakrishnan, **Impact of Covid-19 Pandemic on FMCG market in India: A Study on customer preference in selected areas of Coimbatore District**, Vidyabharati International Interdisciplinary Research Journal, Special Issue on Recent Research Trends in Management, Science and Technology, pp. 874 - 882, August 2021, ISSN: 2319-4979 (Web of Science & UGC Care II) .
- Dr. N. Brindha & M. Rajakrishnan, **Consumer belief and attitude towards social media marketing**, Aegaeum Journal, Vol. 9, Issue 3, pp. 37 - 50, March 2021, ISSN: 0776-3808 (Indexed in UGC).

- Dr. P. Jayasubramanian, Dr. A. Rajamani & M. Rajakrishnan, **A Study On Factors Affecting The Choice of Parent in Selecting School for Kids in Tamilnadu [Special reference to Coimbatore city]**, International Journal of Scientific & Technology Research, Vol. 9, Issue 06, pp. 5 - 7, June 2020, ISSN: 2277 – 8816 (Indexed in Scopus).
- Dr. R. Prema, M. Rajakrishnan & S. Latha, **Customers’ Expectations and Behavior towards Confectionery Products. A Study on Effect of Advertisement in Selected Areas of Tiruppur District, Tamilnadu**, Our Heritage, Vol. 68, Issue 30, pp. 452 -457, February 2020, ISSN: 0474 – 9030 (Indexed in UGC).
- M. Rajakrishnan, Dr. K. Udayakumar, **Challenges faced by the individual assesseees while filing income tax returns**, International Research Journal of Management Sociology & Humanities, Vol. 10, Issue 6, pp. 452 -457, June 2019, ISSN: 2277 – 9809 (Indexed in UGC).
- C. Eahambaram, M. Rajakrishnan, **Socio Economic Condition and Quality of Work Life among Women Workers in Textile Industry with special reference to Coimbatore District – A Study of Published Literature**, Journal of Emerging Technologies and Innovative Research (JETIR), Vol. 6, Issue 6, pp. 285 -291, June 2019, ISSN-2349-5162. (Indexed in UGC).
- M. Rajakrishnan, Dr. K. Udayakumar, **Perception and Attitude towards Taxation and Filing of returns of Individual Assesseees with special reference to Coimbatore city - A Study of Published literature**, Journal of Emerging Technologies and Innovative Research (JETIR), Vol. 6, Issue 6, pp. 399 -407, June 2019, ISSN-2349-5162. (Indexed in UGC).
- Dr. R. Prema, M. Rajakrishnan, **Paradigm Shift in Consumer culture in Banking and Finance sector: A study on consumer perception of digital payments and cashless transactions with special reference to Paytm and Google-Pay**, International Research Journal of Management Sociology & Humanities, Vol. 10, Issue 4, pp. 276 -279, April 2019, ISSN: 2277 – 9809 (Indexed in UGC).
- 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).
- 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).

- 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).
- 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

- **Impact of Mudra Scheme and its Impact on Micro Enterprises**, National Conference Impact of Mudra Scheme and its Impact on Micro, Small and Medium Enterprises, VET Institute of Arts and Science, Erode, 24-Jan-20.
- **Human Resource Management**, International Conference on Business Management, Economics and Technology in the Digital Era, LEAD College of Management Dhoni, Palakkad, 20 & 21-Dec-19.
- **Paradigm Shift in Consumer culture in Banking and Finance sector: A study on consumer perception of digital payments and cashless transactions with special reference to Paytm and Google-Pay**, National Conference on Paradigm Shift in Consumer culture in Banking and Finance sector, Hindusthan College of Arts and Science, Coimbatore, 1-Mar-19.
- **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.
- **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.

- **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.
- **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.
- **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.
- **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.
- **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.
- **E-Commerce and Consumer Protection**, National Conference on Consumer Protection, Kaamadhenu Arts and Science College, Erode, 14-Feb-14.
- **Corporate Governance**, National Conference on Ethics in Changing Global Business Environment, PSGR Krishnammal College for Women, Coimbatore, 11-Feb-14.
- **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.
- **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.
- **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.
- **Trade Cycle of Consumers**, National Seminar on Consumer Challenges and Prospects, Hindusthan College of Arts and Science, Coimbatore, 1-Feb-13.
- **FDI on Indian Tourism Industry**, National Seminar on Impact of Globalization on Indian Economy, Hindusthan College of Arts and Science, Coimbatore, 25-Jan-12.

Participation in Conference

International

- **The Contextual Perspective on Recent Global Commerce Industry**, Kongunadu Arts and Science College, Coimbatore, 25-Jan-20.
- **Business Management, Economics & Technology in the Digital Era**, LEAD College of Management Dhoni, Palakkad, Kerala, 20 & 21 -Dec-19.
- **Impact of Digital Economy in India**, Bharathidasan College of Arts and Science, Erode, 12-Sep-18.
- **E-Economy and its impact in India**, Tiruppur Kumaran College for Women, Tiruppur, 19-Jul-18.
- **Information and Communication Technology for Business Turnaround: Sustainability, Growth and Innovation**, Vivekanandha College of Arts & Sciences for Women, Tiruchengode, 1 & 2-Feb-18.
- **Symposium on Remonetisation: Introspect and Prospect**, Vellalar College for Women, Erode, 30-Aug-17.
- **Pros and Cons of GST in India**, Bharathidasan College of Arts and Science, Erode, 11-Aug-17.

National

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

Participation in Seminars

- **Embracing Change and Transformation in the Business Environment**, Hindusthan College of Arts and Science, Coimbatore, 6-Feb-20
- **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.
- **Advanced Research Methods for Management**, Coimbatore Institute of Management and Technology, Coimbatore, 11-Oct-13.
- **Imperative Keys for Global Business Excellence**, Kongunadu Arts and Science College, Coimbatore, 4-Oct-13

Participation in Workshop

- **Management of Environment and its Resources**, Nesamony Memorial Christian College, Marthandam and St. Xavier's College (Autonomous), Palayamkottai, 28-Apr-20 to 11-May-20.
- **Emotional Management**, Indian Institute of Mother and Child Welfare, Kolkata, West Bengal , India, 31-Mar-20 to 4-Apr-20.
- **Structural Equation Modelling using AMOS and PLS**, Hindusthan College of Arts and Science, Coimbatore, 20, 21 & 22 -Sep -19.
- **Data Analysis and Interpretation using SPSS and AMOS**, Hindusthan College of Arts and Science, Coimbatore, 8 & 9 -Mar-19.
- **Research Methodology and Application of SPSS in Research**, Hindusthan College of Arts and Science, Coimbatore, 4 & 5-Nov-13.

Participation in Faculty Development Programme

- **Advanced Research Methodology – Techniques & Software for Social Sciences**, AICTE Training and Learning (ATAL) Academy, Assam University, Assam, 06 to 10-Sep-21.
- **Research Methodology – Techniques & Software for Social Sciences**, AICTE Training and Learning (ATAL) Academy, Assam University, Assam, 23 to 27-Aug-21.

- **Research methodology and pedagogy for Tertiary education**, Dr. N.G.P. Arts and Science College, Coimbatore, 15 to 21-Jun-21.
- **Teaching pedagogies for virtual classrooms**, Vivekanandha College of Arts and Sciences for Women, Tiruchengode, 25 to 31-May-21.
- **Introduction to Computers**, Spoken Tutorial – IIT Bombay, Dr. N.G.P. Arts and Science College, Coimbatore, 16- Mar-21.
- **Technology Management**, AICTE Training and Learning (ATAL) Academy, Dr. B. R. Ambedkar National Institute of Technology, Jalandhar, Punjab, 4-Jan-21 to 8-Jan-21.
- **Application of Tools & Techniques in Research Methodology & Accelerate to Publish Article in Scopus and Web of Science**, Hindusthan College of Arts and Science, Coimbatore, 19-Dec-20 to 24-Dec-20.
- **Outcome Based Education in Management Education – Objectives, Best Practices and Measurement of Outcomes**, All India Council for Technical Education (AICTE), Saintgits Institute of Management, Kottayam, Kerala, 16-Nov-20 to 28-Nov-20.
- **Virtual Teaching and Learning**, PSGR Krishnammal College for Women, Coimbatore, 26-Aug-20 to 28-Aug-20.
- **Research Methodology: Emerging Perspectives, Challenges and Opportunities**, Government First Grade College, Badami, Karnataka, 25-Jul-20 to 31-Jul-20.
- **Recent Trends in Computational Technologies**, Ashoka Institute of Engineering and Technology, Malkapur, 13-Jul-20 to 18-Jul-20.
- **Teaching Learning Tools for the Digital Era**, Sri Ramakrishna College of Arts and Science for Women, Coimbatore, 11-May-20 to 16-May-20.
- **Managing Online Classes and Co-Creating MOOCS**, Ramanujan College, University of Delhi & MHRD, Government of India, 20-Apr-20 to 06-May-20.
- **Emotional Intelligence**, KG College of Arts and Science College, Coimbatore, 28, 30-Apr -20 & 02-May-20.

- **Art of Writing Research Article in Hi-Indexed Journals**, Nehru Arts and Science College, Coimbatore, 29-Apr-20 to 30-Apr-20.
- **Art of Writing Research Articles**, Vivekanandha College of Arts and Science for Women, Tiruchengode, 22-Apr-20 to 28-Apr-20.
- **Recent Trends in Artificial Intelligence and Impact on Teaching Professionals**, Rathnavel Subramaniam College of Arts and Science, Coimbatore, 22-Apr-20 to 24-Apr-20.
- **R Programming**, Spoken Tutorial – IIT Bombay, Sri Krishna Arts and Science College, Coimbatore, 19 -Apr -20 to 24-Apr-20.
- **Quality Initiatives in Higher Education**, Consortium of Colleges (Dr. N.G.P. Arts and Science College, Coimbatore, Sri Ramakrishna College of Arts and Science, Coimbatore, Gobi Arts & Science College, Gobichettipalayam, Vellalar College for Women, Erode), 13-Apr-20 to 20-Apr-20.
- **LibreOffice Suite Base**, Spoken Tutorial – IIT Bombay, Dr. N.G.P. Arts and Science College, Coimbatore, Jan-20.
- **Firefox**, Spoken Tutorial – IIT Bombay, Dr. N.G.P. Arts and Science College, Coimbatore, Jan-20.
- **Corporate Social Responsibility**, NPTEL - AICTE, Jul to Sep – 19
- **Tux Typing**, Spoken Tutorial – IIT Bombay, Dr. N.G.P. Arts and Science College, Coimbatore, Jul-19.
- **NAAC Revised Accreditation Frame Work and OBE Assessment Methodology**, Dr. N.G.P. Arts and Science College, Coimbatore, 27- May- 19 to 02-Jun-19.
- **Video Lesson Making For MOOCs**, Sankara College of Science and Commerce, Coimbatore, 4 & 5-Jan-19.
- **Quality Measures in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3 to 9-Dec-18.
- **Introduction to R Programming**, Velalar College of Engineering and Technology, Erode, 27 & 28-Nov-18.
- **Global Business Foundation Skills**, Infosys BPM Ltd., Chennai, 1 to 9-Aug-18.

Participation in Skill Development Programme / Webinars

- **Data Analytics and Processes**, UGC Stride, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and Kyungpook National University, South Korea, 11-Feb-21 to 12-Feb-21.
- **Excellence in Research**, UGC Stride, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, 27-Jan-21 to 08-Feb-21.
- **GST – Registration, Assessment and Filing of Returns – Phase III**, Rashtriya Uchchatar Shiksha Abhiyan (Rusa), Bharathiar University, Coimbatore, 02-Nov-20 to 12-Nov-20.
- **Motivation and Knowledge Retention**, BEICH - Rusa 2.0, Bharathiar University, Coimbatore, 12-Oct-20 to 23-Oct-20.
- **Social Media Digital Marketing**, Rashtriya Uchchatar Shiksha Abhiyan (Rusa 2.0), Bharathiar University, Coimbatore, 10-Aug-20 to 21-Aug-20.
- **Digital Teaching Techniques**, ICT Academy, 10-Aug-20 to 15-Aug-20.

Conference / Seminar / Workshop Organized

- Organizer, Introduction to Computers - Faculty Development Programs (FDPs)(PMMMNMSTT), Spoken Tutorial – IIT Bombay, Dr. N.G.P. Arts and Science College, Coimbatore, 16-Mar-21.
- Organizing Member, National Conference on Modern business- Opportunities and Challenges (CMBOC-2020), Dr. N.G.P. Arts and Science College, Coimbatore, 27-Feb-20.
- Organizer, Firefox - Faculty Development Programs (FDPs)(PMMMNMSTT), Spoken Tutorial – IIT Bombay, Dr. N.G.P. Arts and Science College, Coimbatore, 02-Jan-20.
- Organizer, LibreOffice Suite Base- Faculty Development Programs (FDPs)(PMMMNMSTT), Spoken Tutorial – IIT Bombay, Dr. N.G.P. Arts and Science College, Coimbatore, 01-Jan-20.
- Organizer, Tux Typing - Faculty Development Programs (FDPs)(PMMMNMSTT), Spoken Tutorial – IIT Bombay, Dr. N.G.P. Arts and Science College, Coimbatore, 01-Jul-19.

- 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.
- Organizing Member, National Conference on Impact of Goods and Services Tax (GST), Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.

Invited Speaker / Session Chair- Conference / Seminar / Workshop

- Resource Person, Webinar on Indian Taxation, Department of Commerce, Emerald Heights College for Women, The Nilgiris, 22-May-20.
- Resource Person, Workshop on Operations in MS Office, Department of Biotechnology under DBT Star College Scheme, Dr. N.G.P. Arts and Science College, Coimbatore, 15-Jul-19.
- Resource Person, Knowledge Exchange Programme on Computerized Accounting Practices for Microbial Entrepreneurs, Department of Microbiology under DBT Star College Scheme, Dr. N.G.P. Arts and Science College, Coimbatore, 11-Jul-19.
- Resource Person, Workshop on Report Writing, Department of Commerce with CA, Dr. N.G.P. Arts and Science College, Coimbatore, 26-Jun-19.
- Resource Person, Workshop on Advanced Excel, Department of Commerce with CA, Dr. N.G.P. Arts and Science College, Coimbatore, 26-Feb-19.

Member in BoS

- Board of Commerce with Computer Applications, Dr. N.G.P. Arts and Science College, Coimbatore, since 2016.

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Teacher	Dr. N.G.P. Arts and Science College, Coimbatore	2018-19
Best Mentor	Dr. N.G.P. Arts and Science College, Coimbatore	2018-19