

Name : Dr.S.Valluvan

Designation : Assistant Professor

Department : Department of Commerce

Qualification : M.Com., M.Phil., Ph.D

Experience : Teaching 18 – Years | Research 18 – Years | Industry – 0 Years

Specialization: Finance and Accounting

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Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Commerce	Rathnavel Subramaniam College of Arts and	2014
M.Phil.	Commerce	Rathnavel Subramaniam College of Arts and	2008
M.Com	Commerce	CMS College of Science and Commerce	2005
B.Com	Commerce	Jacob Memorial Christian College	2001

Additional Qualifications

Dip. / Cert.	Area of Specialization	Institution / Agency Name	Year
Certification	Finance	Corporate Finance Institute	2023
Certification	Finance	Corporate Finance Institute	2023
Certification	Finance	Coursera	2020
Certification	Marketing	Coursera	2020
Certification	Cost Accounting	Coursera	2020
Certification	Marketing	NPTEL	2019
Certification	Finance	FinShiksha	2018

Patent

Title	Status	Year
Examining The Relationship Between Employee Empowerment and Organizational Commitment	Published	10/01/2025
An Analysis of Environment Sustainability and its Impact on Corporate Performance	Published	18/10/2024

Automated Expense Reporting and Reimbursement System for Corporate Finance Management	Published	11/10/2024
Human Resource Analytics: A strategy for optimizing your organisation's most valuable asset	Published	09/02/2024
Analysis of ownership power and managing professional work force in a industry	Published	06/10/2023
A System for Evaluating Impact of Financial Accounting in Decision Making Processes of Business and Working Method Thereof	Published	03/02/2023

Research Guidance

Programme	No. of Scholars	
	Awarded	Pursuing
Ph. D.	1	2
M. Phil.	Nil	Nil

Research Publications

- Dr.Valluvan S ,Mr.Prasanth S,Mr.Subramanian.S.P ,Ms.Sriranjani.G ,Mr.Sanjay..J, Ms.Sri Abirami.N, **The Impact of Performance Appraisal on Employee Motivation**, Library Progress International, (A Double-blind Reviewed & Refereed Journal), Vol.44 No.3, pp 28972 – 28978 Jul-Dec 2024: **pISSN: 0970-1052, eISSN: 2320-317X**.
- P. Rajini1* , P. Amutha2 , S. Valluvan3 , S. S. Uma4 , A. Arthi5, **A Study on Customer Satisfaction Towards Quality of Service in B2B Companies in Coimbatore**, NEUROQUANTOLOGY, (Peer-reviewed interdisciplinary scientific journal), Volume-20, No-12, pp 2232-2240, October 2022, eISSN1303-5150, DOI: 10.14704/NQ.2022.20.12. NQ77199. (Indexing: SCOPUS).
- V.Manjuladevi, Dr.S.Valluvan, **Home Buyers/Prosumers' Expectation and Satisfaction Towards Housing Services Offered by Reputed Builders /Engineers in Coimbatore District**, Strad Research, Volume-09, Issue-06, pp 25-32, June 2022, ISSN: 0039-2049.
- P. Bagyalakshmi, Dr.S.Valluvan, **A Study on Investors Pattern & Attitude towards Stock Market with special reference to the Faculties of Arts and Science Colleges in Coimbatore District**, ANVESAK (Peer reviewed and listed in UGC Care), Volume-05, Issue-08, pp 25-32, July 2021, ISSN: 0378 – 4568.
- R.Jaganath Dr.S.Valluvan, **Consumers' Satisfaction towards Usage of Green Products in Annur Taluk**, Journal of Fundamental & Comparative Research (Peer reviewed and

listed in UGC Care), Volume- 07, Issue-04, pp 89-94, July 2021, ISSN: 2277-7067.

- V. Manjuladevi, Dr.S.Valluvan, **Apartment Residents Gratification towards Housing Builders Services**, Bulletin Monumental (Peer reviewed and listed in UGC Care), Volume- 21, Issue-10, pp 1-7, October, 2020, ISSN/e- ISSN0007-473X.
- R.Jaganath Dr.S.Valluvan, **A Study on Consumer Attitude on Green Products with reference to Mettupalayam**, Studies in Indian Place Name (Peer reviewed and listed in UGC Care), Volume-40, Issue-2, pp 36-4, February 2020, ISSN: 2394 3114.
- **Dr.S.Nirmala., *Dr. A.Y. Kettiramalingam., **Dr.S.Valluvan., Dr.S.Valluvan, **Fiscal Recital Scrutiny of Outstanding Paint Companies in India**, Think India Journal, Volume-22, Issue-10, pp 6056 -6069, November, 2019, SSN: 0971-1260.
- Dr.S.Valluvan, **Policyholders Liking toward Market Linked Insurance Plans (With special reference to Coimbatore City)**, Emperor International Journal of Finance and Management Research (International Journal), Volume-04, Issue-04, pp 123-127, April- 2018, ISSN: 2395-5929.
- Dr.S.Valluvan, Mrs. G. Sivasakthi, Ms. D. Ida, **A Study of Unit Linked Insurance Plans in Indian Life Insurance and Impact of New Guidelines for ULIPS in Life Insurance Sector**, International Journal of Marketing & Financial Management (International Journal), Volume 3, Issue 02, pp 29-35, Feb – 2015, ISSN: 2348– 3954 (Online) ISSN: 2349 – 2546 (Print).
- Dr.S.Valluvan, R. Jayachandran, **Influences of Media in Creating Awareness on Life Insurance Policies**, Bonfring International Journal of Industrial Engineering and Management Science (International Journal), Volume 6, special Issue, pp 121-125, February 2016, ISSN 2250 -1096.
- Dr.S.Valluvan, R. Jayachandran , M. Vignesh Kumar and S. Vijaya Sarathi, **Role of CIBIL in the Financial Sector and To Study the Evolution and Growth of CIBIL**, Indian Stream Research Journal, Volume 5, Issue 05, pp 1-12, June -2015, ISSN: 2230 – 7850, Impact Factor: 3.1560 (UIF).
- Dr.S.Valluvan, P.Vivek, L.Ramya, **A Study on The Growth of Educational Loan in India and The Recent Changes in The Higher Education Sector**, Journal of Intercontinental of Human Research Review, Volume 3, Issue 1, pp 21-31, January 2015, (Online) ISSN: 2320 – 9704, (Print) ISSN: 2347- 1662.

- Dr.S.Valluvan, S.Shanthini, R.Ranjani, **Growth, Role and Recent Developments in Insurance Sectors**, Journal of Intercontinental of Human Research Review, Volume 3, Issue 1, pp 08-18, January 2015, ISSN: 2321- 0354 - Online ISSN: 2347 1654 – Print.

Books/ Book Chapters Publication

- Accounting VS Finance, Dr.S.Valluvan, 1st Edition, Surya Publications, 2024, ISBN: 978-81-980223-3-2
- Entrepreneurship and Venture Development: Entrepreneurial Finance: Concept & Management, Dr.S.Valluvan, 1st Edition, Surya Publications, 2024, ISBN: 978-81-980223-4-9
- Fintech banking, Dr.S.Valluvan, 1st Edition, Surya Publications, 2024, ISBN: 978-81-980223-7-0
- Behavioural Finance, Dr.S.Valluvan, Dr.A.Y. Ketti Ramalingam, 1st Edition, Surya Publications, 2024, ISBN: 978-81-980223-1-8
- Accounting Standards and Reporting, Dr.S.Valluvan, 1st Edition, CiiT Publications, 2023, ISBN: 978-93-89105-58-2
- Digital Marketing, Dr.S.Valluvan, Dr.S.Subhashini, 1st Edition, CiiT Publications, 2023, ISBN: 978-93-89105-59-9
- Financial Institutions and Markets, Dr.S.Valluvan, Mrs. S.S. Uma, Dr.P.Rajini, 1st Edition, Scientific International Publishing House, 2023, ISBN: 978-93-5625-463-3

Presentations in Conference/ Seminar

- **Social Media Marketing and Its Impact in Business**, International Conference on **Emerging Trends and Innovations in Digital Marketing**, Sankara College of Science and Commerce, Coimbatore, Tamil Nadu, India, 28th September, 2016.
- **E-Business Strategies**, International Conference on **The Impact of E-Commerce in Modern Business**, Rathinam College of Arts & Science Coimbatore, Tamil Nadu, India on 12th August, 2015.
- **Managing Education for Business and Commerce in a Globalised World**, International Conference on **Managing Education for Business and Commerce in a Globalised World: Strategies for Excellence**, PSGR Krishnammal College for Women & GRG School of management Studies, Coimbatore, Tamil Nadu, India on 10-12th December, 2009.

- **Consumer Legislation**, National Level Seminar on “*Consumer Awareness Legislation*, Rathnavel Subramaniam College of Arts and Science, (Autonomous), Sulur, Coimbatore, Tamil Nadu, India on 30th January 2009.

Participation in Conference/Seminar

- Inspiring Young Leaders Session, **AI Analysis of 50 Indian Universities NAAC SSR Report – Criteria 1**, Association of Indian Management Schools (AIMS), 10th November 2023.
- **The Future of Skills – Education, Employment and Entrepreneurship**, ICT Academy SKYCAMPUS – Digital Knowledge Series 2020, 11th May, 2020 to 15th May 2020.
- National Webinar on **Use of Elsevier Tools in Research Workflow**, Department of Commerce, University of Madras, Chennai and Elsevier on 5th May 2020.

Participation in Orientation Programme / Short Term Courses

- **UGC Sponsored Orientation Course**, Bharathiar University, Coimbatore, 15.04.2009 to 12.05.2009.

Participation in Faculty Development Programme

- Faculty Development Program on **Front Accounting (Free Open-Source Software (FOSS))**, Dr. N.G.P Arts and Science College, Coimbatore in Association with Spoken Tutorial IIT Bombay, National Mission on Education through ICT MHRD, Govt, of India held on 04.05.2020 to 10.05.2020.
- International Faculty Development Programme on **Develop the Ability to Write Research Proposal**, Adarsh Group of Institutions (AIMIT) on 24th April 2020.
- Online Faculty Development Programme on **Entrepreneurship: Research, Critical Thinking and Innovation**, Indian Academic Researchers Association in Association with Entrepreneurship Development Cell, Acharya Institute of Graduate Studies, Bangalore, 22nd April 2020 to 28th April 2020.
- Faculty Development Program on **Finance and Accounts for Business Process Services**, Sri Krishna Arts and Science College, Coimbatore in association with TATA Consultancy Service, 15.06.2015 to 19-06- 2015.

- Faculty Development Program on **Designing Lectures for Active Learning**, Rathnavel Subramaniam College of Arts and Science, (Autonomous), Sulur, Coimbatore, Tamil Nadu, India on 22nd April, 2015.
- Faculty Development Program entitled **Effective use of EBSCO Resources**, RVS Institute of Management Studies and Research, Rathnavel Subramaniam College of Arts and Science (Autonomous), Coimbatore, 11th November, 2014.
- Faculty Development Program on **Development of Entrepreneurial Culture**, Gnanamani Educational Institutions, Namakkal, 11th April, 2014.

Participation in Workshop

- **Advanced Excel for Techno Professors**, Rathnavel Subramaniam College of Arts and Science, 6th April, 2017.
- **Disaster Awareness Program**, Sri Sathya Sai Organizations Training - Sponsored by Bharathiyar University, 3rd December, 2011.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Indian Accounting Association	Annual Member	2023 – 2024
Global Professors welfare Association Forums	Annual Member	2021 - 2022
International Peer Reviewed Research Journal & Book Publication	Annual Member	2021 - 2022

Awards / Honors

Awards / Honors	Agency / Institute	Year
Faculty Excellence Award	Rathnavel Subramaniam College of Arts and Science (Autonomous), Sulur, Coimbatore	2014
Faculty Excellence Award	Rathnavel Subramaniam College of Arts and Science (Autonomous), Sulur, Coimbatore	2017