

STAFF PROFILE



Name : **S.Ramachandran**

Designation : Assistant Professor

Date of Entry into Service : **01.06.2006**

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Education : M.Com., MBA., M.Phil.,

Areas of specialization : Marketing
Practical Banking
Financial Accounting
Foreign Trade
Principles of Management
Management Accounting

Projects undertaken

Title of the Project	Name of the funding Agency	Duration	Completed/Ongoing	Amount	Remarks

Seminars Organized

Title of the Seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/International

Seminars, Workshop and Conferences Attended

Title of the seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/International	Organization in which attended
Global Financial Crisis: Impact on Indian Financial Sector	17.02.10	The Madura College	UGC Sponsored National Level	
One day workshop On E-	11.03.11	The Madura	UGC Sponsored	

Content Corporate Social Responsibility In Indian Scenario	08.01.15	College Devanga Arts College (Autonomous) Aruppukottai	National Seminar	
Competence Building Programme	06.& 07. 02.15	The Madura College. Madurai	Orientation	
Orientation Programme for Newly Recruited Teachers (FDP)	26&27 .09.15	The Madura College	UGC Sponsored	
“Empowering College Teachers With Effective Teaching Skills” (FDP)	12.03.16	OAA MAVMM, Madurai	School Of Management	
Customer Relationship Management in Hotel Industry.	30.03.16	Department of Management Studies (DOMS) MKU	National Seminar	
A Study of CRM in Hotel Industry in TamilNadu Research Colloquium	23.07.16	Vivekananda College, Madurai	State level	
Assessing Sustainability Performance on Hotel Industry.	01.09.16	Mother Teresa University, Kodaikannal	International Seminar	
Impact of CRM for Effective Management with Special Reference to Hotel Industry.	04.10.16	Nehru Institute of Technology. Coimbatore.	International Seminar	
Impact of Demonetisation on the Hospitality Industry.	27.01.17	SVN College Madurai	International Seminar	
Demonetisation in Tourism and Hospitality Industry.	06.01.17	The Madura College Madurai	National Seminar	
Cashless Economy.	15.03.17	Institute of Cooperative Management Madurai	National Seminar	

Research Publication

Title of the paper	Name of the Journal	ISSN No. if any	Volume No. & page No. if any	Year	International/ National/State
Impact of CRM for Effective Management with	Nehru Journal of Management and Research	2230-7974	Vol-1 & page 121- 123	04.01.2016	International Seminar

Special Reference to Hotel Industry					
Impact of Demonetisation on the Hospitality Industry.	SVN College. Madurai			27.01.17	International Seminar

Research Activities

Degree	No. Awarded	No. Submitted	No. Guiding
M.Phil.,			
Ph.D.,(Part-time)			
Ph.D. (Full-time)			

Details of Invited Lecture / Resource Person

Place	Date	Sponsoring Agency	Topic	Audience type	International/National/State Level

Academic council/Board of Studies Member

Institution	For a period of	Dept.

Honours Achieved

Agency	Recognition IN/National/State	Cash award if any(Amount)	For the service of

Service in Extra Curricular Activities (NSS/NCC/AEEP/YRC/MCCA/Club etc.,)

Whether NSS/NCC/AEEP/YRC	Period
NSS	2017-20

Reviewer/editor of a journal

Title of the Journal	ISSN No. if any	International/ National/State	Impact factor/h- index

Details of Orientation and Refresher attended

Orientation/Refresher	University/College/Institute at which attended	Duration	
		from	to

Any Other Information :