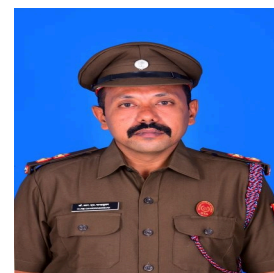


FACULTY PROFILE

Name of the Staff : **Dr. Lt.Dr.RM CHANDRASOODAN**
Official Address : Assistant Professor
ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE,
VALLAL ARUMUGAM PILLAI ROAD, TIRUPPATTUR – 630 211.
Mobile : 9976136957
E-Mail Address : nethajichandrasoodan@gmail.com



Personal Details:

Age : 39
Date of Birth : 06/06/1985
Sex & Marital Status : Male & Married
Citizenship : INDIAN
Department : COMMERCE
Date of Joining : 17/12/2008

Qualification:

| Degree | Programme and Specialization | Class/CGPA | Month & Year of Passing | Institute/University |
|--------|------------------------------|------------|-------------------------|---|
| Ph.D | Marketing | Awarded | 08/2015 | Manonmaniam Sundaranar University |
| M.Phil | Commerce | First | 10/2008 | JJ College of Arts & Science, Pudukkottai. Affiliated to Bharathidasan University |
| M.Com | Commerce | First | 04/2007 | Arumugam Pillai Seethai Ammal College, Tiruppattur. Affiliated to Alagappa |
| M.B.A | Management | Second | 05/2012 | Alagappa University |
| C.G.T | Gandhian Thought | Second | 05/2006 | Alagappa University |

Professional Experience:

Teaching Experience:

| Designation | Institute/University | Period | | Nature of Duties |
|---------------------|---|------------|------------|-------------------|
| | | From | To | |
| Assistant Professor | Arumugam Pillai Seethai Ammal College, Tiruppattur-630211 | 17/12/2008 | 27/08/2024 | Teaching Research |

Other Academic Credentials:

| S.No | Title |
|------|---|
| 1 | Lieutenant Dr.RM.CHANDRASOODAN, Associated NCC Officer (ANO), APSA COLLEGE, TIRUPPATTUR. |
| 2 | Additional Chief Superintendent - TNPSC-Group IV Examination |
| 3 | Appointed as a Examiner and Evaluator in NCC 'B' and 'C' Certificate Examinations. |
| 4 | Member, Question Paper Setter in question setting Board at GOBI Arts and Science College, Gobichettipalayam |
| 5 | Member, Question Paper Setter in question setting Board at Bharathiar University, Coimbatore.(2013 to |

| S.No | Title |
|------|---|
| 6 | Member, Question Paper Setter in question setting Board at Annamalai University, Chidambaram.(2023) |
| 7 | organizing committee member in Two-days UGC Sponsored National level Seminar on "Investor Production-Rights |
| 8 | organizing committee member in One-day National Seminar on "Emerging Trends in Accounting and Taxation" |
| 9 | organizing committee member in One-day state level Seminar on "The impact of Tourism on Indian Economy" |
| 10 | Lieutenant Dr.RM.CHANDRASOODAN appointed as a OFFICER COMMANDING[O/C] CONTINGENT, NCC |

Area of specialization:

| S.No | Title |
|------|-----------|
| 1 | Marketing |

Course Taught:

| S.No | Course Title | U.G. or P.G |
|------|---|-------------|
| 1 | Research Methodology,Marketing Management,Financial services and Markets,Retail Marketing,International Marketing | P.G |
| 2 | Costing,Management Accounting,Financial Accounting I & II,Principles of Management,Modern Banking,Business Organisation,Marketing,Entrepreneurial Development | U.G |

Development or Training Activity:

Organized:

| S.No | Role | Title | Period | | No. of Participants | Course Type | Type of Program |
|------|----------------------|---|------------|------------|---------------------|-------------|-----------------------------|
| | | | From | To | | | |
| 1 | organizing committee | Investor Production-Rights and Duties | 05/03/2015 | 05/03/2015 | 300 | | National Level Seminar |
| 2 | organizing committee | Emerging Trends in Accounting and Taxation | 17/08/2017 | 17/08/2017 | 250 | | National Level Seminar |
| 3 | organizing committee | The impact of Tourism on Indian Economy | 05/04/2010 | 05/04/2010 | 170 | | State Level Seminar |
| 4 | CO-Convener | Cloud Business | | | 225 | | National Level Webinar |
| 5 | organizing committee | Program and project Management | | | 120 | | International level webinar |
| 6 | organizing committee | Entrepreneurship Development – Challenges and Opportunities | | | | | National level webinar |

Attended:

| S.No | Title | Period | | Venue | Course Type | Type of program |
|------|---|------------|------------|---|-------------|---|
| | | From | To | | | |
| 1 | Online Refresher Programme on "MBA - PPC | 14/04/2020 | 04/05/2020 | Online | | Online Refresher Programme |
| 2 | Covid -19 Impact on Education | | | online | FDP | Faculty Development Programme |
| 3 | Leader – A Real Role Model | | | online | FDP | Three Days Online Faculty Development Programme |
| 4 | AI based proctoring in next generation Education | | | online | FDP | one day FDP |
| 5 | Improving the Visibility of Research Work | | | online | | One Day International Webinar |
| 6 | Digital Marketing Strategies for E-Commerce | | | online | | live webinar |
| 7 | Digital Marketing | | | online | | webinar |
| 8 | Time Management | | | online | | International Webinar |
| 9 | Let be on Entrepreneur: Guidelines | | | online | | Webinar |
| 10 | Innovation, Incubation, Intrapreneur, Invention & Intellectual Property | | | online | | Short Term Training Programme |
| 11 | Virtual Teaching - Learning Moodle the Efficient way | | | online | | Two - Day e - Faculty Development Program |
| 12 | Nurturing the Graduates for Industry Readiness | | | online | | Seminar |
| 13 | Entrepreneurship & Startups - Challenges & Opportunities | | | online | | International Webinar |
| 14 | A journey of Innovations and Entrepreneurship | | | online | | Webinar on Robotic Reformation |
| 15 | In-service Teacher Training | 05/05/2022 | 06/05/2022 | Madurai Kamaraj University, Madurai | | |
| 16 | Research and Development | 02/03/2024 | 02/03/2024 | online-UGC - Malaviya Mission Teacher Training Centre, Madurai Kamaraj University | | Webinar |
| 17 | Yoga for Life Skills | 09/03/2024 | 09/03/2024 | online-UGC - Malaviya Mission Teacher Training Centre, Madurai Kamaraj University | | Webinar |

| S.No | Title | Period | | Venue | Course Type | Type of program |
|------|--|------------|------------|--|-------------|-----------------------------|
| | | From | To | | | |
| 18 | NEP 2020 Orientation & Sensitization Programme | 07/05/2024 | 15/05/2024 | Malaviya Mission Teacher Training Centre, Madurai Kamaraj University, Madurai-625021, Tamil Nadu | | Orientation & Sensitization |
| 19 | NEP 2020 Orientation & Sensitization Programme | 20/04/2024 | 28/05/2024 | Malaviya Mission Teacher Training Centre, Madurai Kamaraj University, Madurai-625021, Tamil Nadu | | Orientation & Sensitization |

Expert Lecture Delivered/Judge:

| S.No | Title | Period | | Venue |
|------|-----------------------------------|------------|------------|---|
| | | From | To | |
| 1 | STUDENT INDUCTION PROGRAMME (SIP) | 20/09/2020 | 20/09/2020 | Online- Arumugam Pillai Seethai Ammal College, Thiruppathur |
| 2 | STUDENT INDUCTION PROGRAMME (SIP) | 28/07/2021 | 29/07/2021 | Arumugam Pillai Seethai Ammal College, Thiruppathur |
| 3 | STUDENT INDUCTION PROGRAMME (SIP) | 18/07/2023 | 19/07/2023 | Arumugam Pillai Seethai Ammal College, Thiruppathur |

Awards:

| S.No | Title |
|------|--|
| 1 | Best Associated NCC Officer Award [ANO] from Deputy Director General Commodore Atul Kumar Rastogi, NCC |

Research Achievements:

National Journal Publications:

| S.No | Title of the Paper | Name of the Journal | Vol.No & Page No. | Month & Year | Current Status |
|------|--|---|-------------------|--------------|----------------|
| 1 | A Study on Consumer Satisfaction towards Mobile Phone Services of BSNL in Karaikudi Town | Indo Global Journal of Applied Management Science | Vol.2. Issue 4 | 04/2014 | Published |

International Journal Publications:

| S.No | Title of the Paper | Name of the Journal | Vol.No & Page No. | Month & Year | Current Status |
|------|---|---|---------------------------|--------------|----------------|
| 1 | Consumers' Satisfaction towards Aavin Milk | Journal of the Gujarat Research Society | Vol. 21, Issue 16 | 12/2019 | Published |
| 2 | A Study on Factor Influencing the Consumer in Choosing E-Tailing | Roots International Journal of Multidisciplinary Researches | Volume 4, Special Issue 1 | 12/2017 | Published |
| 3 | A Study on Consumers' Opinion about Influencing and Affecting of Bharat Sanchar Nigam Limited Mobile Phone Services in Sivagangai District, Tamilnadu | International Journal of Recent Research and Applied Studies, | 3, Issue 9 (20) | 09/2023 | Published |
| 4 | A Study On Users' Attitude And Their Opinion Towards BSNL Broadband Services In Sivagangai District, Tamilnadu | International Journal of Recent Research and Applied Studies | Volume 3, Issue 4 (3) | 12/2016 | Published |

National Conference Publications:

| S.No | Title of the Paper | Name of the Conference | Organizer | Month & Year |
|------|---|--|---|--------------|
| 1 | Emerging Trends in Accounting and Taxation | Accounting and Taxation | PG & Research Department & Madurai Branch of Southern India Regional Council of Institute of CA | 08/2017 |
| 2 | A Study on Investors' Awareness of Mutual Fund (With Special Reference to Karaikodu Town) | Investor Production-Rights and Duties | Research Department of Commerce in Collaboration with Chamber of Commerce | 03/2015 |
| 3 | Role of NABARD in Indian Economy-A study With Special Reference to Credit Challenges in Sivagangai District in Tamilnadu | Challenges and Prospects of Indian Economy | The Research Department of Economics AND DIC | 01/2015 |
| 4 | Developing a Sport Marketing Plan | Recent Trends in Sports Technology Management and Allied Sciences | Department of Physical Education in Colloboration with Sivagangai District Kabaddi Association | 09/2014 |
| 5 | Buying Behaviour of Customers towards Brand Preference of Mobile Phones in Karaikudi Town | Global Chances and Sustainable Consumption | Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli | 02/2012 |
| 6 | A Study on Farmers Towards Agri-Business in India: A Boon and Bane | Issues and Challenges of Sustainable Development in India | Quaid-E-Millath Government College for Women (Autonomous) & Economics of Tamilnadu, Chennai | 01/2012 |
| 7 | Attitude of customers towards ATM Services provided by the Commercial Banks with special reference to Karaidui Town Sivagangai District | Role of Banking Sector in Rural Economic Development by Indian Council of Social Science Research) | Research Department of Commerce &CA, Dr. N.G.P.Arts and Science College, Coimbatore-641048. | 09/2011 |

| S.No | Title of the Paper | Name of the Conference | Organizer | Month & Year |
|------|---|---|---|--------------|
| 8 | Corruption in India: Travels towards inhumanity | Importance of Human Rights and Women Empowerment | Department of Political Science, Gobi Arts & Science College, Gobichettipalayam, Tamilnadu. | 09/2011 |
| 9 | Combating Corruption in India | Department of Political Science, Gobi Arts & Science College, Gobichettipalayam, Tamilnadu. | Corruption in India | 08/2011 |
| 10 | A Study on Economic and Technological impact of Globalization on the Improvement of Rural Agricultural in India | Globalization and Indian Agriculture: Challenges and Opportunities | Department of Economics, Gandhigram Rural Institute-Deemed University, Dindigul, Tamilnadu. | 02/2011 |
| 11 | A Case study on Women Empowerment Through self Help Groups in Pudukkottai District, Tamilnadu | The Role of Self-Help Groups Towards the Achievement of Inclusive Growth in Rural India | Department of Economics, VHNSN College, Virudhunagar, Tamilnadu. | 01/2011 |

International Conference Publications:

| S.No | Title of the Paper | Name of the Conference | Organizer | Month & Year |
|------|--|---|--|--------------|
| 1 | Tamil Elakkiyngalil Siddha Maruthuvam | Heterogeneous Perspectives in Tamil Language and Literature | Kongunadu arts and science College and University of Malasiya | 07/2019 |
| 2 | Tamil Ilakkiyangalil Nirvaka Melanmai Samugam | Depiction of Religion and Human Society in Tamil Litature | Kongunadu arts and science College | 12/2018 |
| 3 | A Study On Factor Influencing The Consumer In Choosing E-tailing | Emerging Trends in Multidisciplinary Research | American College, Madurai, India, held at Umar Pulavar Tamil Language Centre, Singapore. | 12/2017 |
| 4 | A Study on Housing and Insurance in India | Innovation and Implementation of Information Technology in Global Business | Kongunadu Arts and Science College, Department of Commerce with Computer Applications | 02/2014 |
| 5 | SWOT Analysis of Mutual Fund in India | Competency Building Strategies in Business and Technology for Sustainable Development | Sri Ganesh School of Business Management, Salem | 02/2014 |
| 6 | A Study On Consumer Satisfaction Towards Mobile Phone Services Of BSNL In Karaikudi Town | Competency Building Strategies in Business and Technology for Sustainable Development | Sri Ganesh School of Business Management, Salem | 02/2014 |
| 7 | The Current Status of Overall Development of Quality Education in India Growth and Prospects | IEBFHT'13 | SRM Institute of Management Studies, | 03/2013 |
| 8 | Buying Behavior of Customers towards the Brand Preference of Mobile Phones in Karaikudi Town | Global Trade Vision 2020-Issues and Strategies in the Current Scenario | Sri Kaliswari College, Sivakasi, Tamil Nadu, India. | 03/2013 |
| 9 | A Study on innovative Marketing Strategies of Banks in India | Competency Building Strategies in Business and Technology for Sustainable Development | Sri Ganesh School of Business Management, Salem, Tamil Nadu, India | 02/2013 |

| S.No | Title of the Paper | Name of the Conference | Organizer | Month & Year |
|------|--|---|---|--------------|
| 10 | A Study on Current Scenario of Agriculture Production and Marketing in Indian: Problems and Prosperity | Global Issues and Challenges in Business Scenario | Department of Commerce, Quaid-E-Millath Government College for Women (Autonomous), Chennai. | 03/2012 |
| 11 | Innovative Marketing Strategies of Banks in India | Innovative Management Strategies for Emerging Business Paradigms” | Adaikala Matha Institute of Management, Vallam, Thanjavore | 01/2012 |
| 12 | Significance of Green Banking System in India-A Study | Innovative Management Strategies for Emerging Business Paradigms | Adaikala Matha Institute of Management, Vallam, Thanjavore, Tamil Nadu, India. | 01/2012 |
| 13 | A Study on Marketing Strategies of Banks in India: Creativity and Innovation | Emerging Dimensions of Banking Sector in the Global Scenario | Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli-12, Tamil Nadu, India. | 01/2011 |

Book/ Chapters Publishing:

| S.No | Title Of The Book | Name Of The Publisher | Type | Year Of Publishing |
|------|-------------------|-------------------------------------|----------|--------------------|
| 1 | Cost Accounting | DDE, Alagappa University, Karaikudi | National | 2013 |

International Book Publishing:

| S.No | Title Of The Book | Name Of The Publisher | Type | Year Of Publishing |
|------|---|--------------------------|---------------|--------------------|
| 1 | APPLICATION OF EDUCATION -CH-16: AI BASED DIGITAL MARKETING MANAGEMENT SYSTEM | Tylor and Fancis- Online | International | 2024 |
| 2 | Managing Business Process | Taran Publication, | International | 2020 |
| 3 | Early Childhood Education | NotionPress.com | International | 2022 |

M.Phil. Guidance:

| S.No | Research Scholar Name | Research Area | Year | Mode of Research |
|------|-----------------------|--|------|------------------|
| 1 | B.PUSHPALATHA | A STUDY ON USERS' AWARENESS AND ATTITUDE TOWARDS VARIOUS MOBILE PHONE SERVICES IN SIVAGANGAI DISTRICT, TAMILNADU | 2017 | Full Time |
| 2 | A.DIVYABHARATHI | A STUDY ON THE CHALLENGES OF WOMEN TEACHERS IN SCHOOL AT KARAUKUDI TOWN | 2018 | Full Time |

M.Phil. Guidance:**Project Guidance:**

| Degree | Number of Projects |
|-----------|--------------------|
| PG Degree | 35 |

Other Contribution work to the Institute/Organization:

| S.No | Name | Role | Period | | Nature of Duties |
|------|-------------------------------------|-----------------------------------|--------|----|------------------|
| | | | From | To | |
| 1 | Discipline Committee | Member from Dec 2019 to till date | | | |
| 2 | Canteen Committee | Member in 2018-19 | | | |
| 3 | NCC | Associate NCC Officer from 2019 | | | |
| 4 | Right to Information Act | Convener in 2019-20 | | | |
| 5 | Alumni | Member in 2019-20 | | | |
| 6 | Unnat Abhiyan | Member in 2019-20 | | | |
| 7 | Library and Network Resource Centre | Member in 2019-20 | | | |
| 8 | Anti- Ragging Cell | Member from 2019 | | | |
| 9 | Green Campus (Swachh Bharath) | Member from 2019 | | | |