

S.A. VIKNESHKUMAR

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SUBBRAM ILLAM
20, Church Street,
Karaikal – 609 602

Working Experience:

Institution	Designation	Period
Department of Commerce, Arignar Anna Govt. Arts & Science College, Karaikal	Assistant Professor (STC)	February 2021 - Till date
Department of Commerce, Arignar Anna Govt. Arts & Science College, Karaikal	Guest Faculty	July 2018 – January 2020.
Department of Commerce, Don Bosco College, Karaikal	Assistant Professor	July 2017- June2018.
Department of Commerce, Arignar Anna Govt. Arts & Science College, Karaikal	Guest Faculty	November 2016 – July 2017.

Education Qualifications:

Course	Institution	Board / University	Year of Passing	CGPA / Percentage
M.Com. (Business Finance)	Pondicherry University Karaikal Campus	Pondicherry University	May 2016	7.66 [#]
PGDHRM	DDE	Alagappa University	May 2014	56.2
B.Com	Arignar Anna Govt. Arts & Science College Karaikal	Pondicherry University	May 2013	53.5

[#]CGPA: Cumulative Grade Point Average

MOOC Courses:

MOOC Course	Course Coordinator	Course Provider	Year of Passing	CGPA / %
Goods and Services Tax	University of Mysore, Karnataka	SWAYAM	July - October 2019	79
Intellectual Property Rights and Competition Law	IIT Madras	NPTEL - AICTE	July – September 2021	66
Training of Trainers	IIT Roorkee	NPTEL	July – October 2021	61

- ❖ **QUALIFIED - NATIONAL ELIGIBILITY TEST (UGC-NET Dec. 2019)**
- ❖ **QUALIFIED - TAMILNADU STATE ELIGIBILITY TEST (TNSET 2016)**

Area of Interest:

- Accounting, Finance & Taxation.

Technical Skills:

- MS Office Suit, Typewriting (English), Data collection & Analysis with SPSS 20, Tally 9.0

Project Undertaken:

- Title** : Logistics of E-Commerce Consignments (*A study with reference to Logistics Delivery Professionals in Karaikal*).
- Purpose** : For the Completion of M.Com. (Business Finance) Degree
- Period** : May - November 2015

Internship Training:

- Undergone 45 days Training on May - June 2015 in **VRL Logistics Limited, Karaikal Branch.**

Training / Workshops / Induction Programs Attended:

- **ENTREPRENEURSHIP DEVELOPMENT PROGRAMME**, Sponsored by COIR Board, Ministry of MSME, Government of India, Conducted by ITCOT, Chennai, Organized by Department of Commerce Pondicherry University Karaikal Campus. On 18th to 20th of December 2014.
- Training Programme on **COMPUTERIZED ACCOUNTING**, Organized by CSC Computer Education Karaikal & Department of Commerce, Pondicherry University, Karaikal Campus. On 18th to 20th of March 2016.
- Three-day National workshop on **BUSINESS RESEARCH & ANALYTICS (NWOBRA 2017)**, organized by the Department of Commerce, Pondicherry University, Karaikal Campus. On 14th to 16th July 2017.

- Two-day workshop on **Thesis Writing** jointly organized by Centre for Research and Development and Research forum, DRBCCC Hindu College, Pattabiram, Chennai on 17th & 18th November 2017.
- One day National Workshop on “**Electronic Resources for effective learning, teaching and research: make it easy**” organized by Perunthalaivar Kamarajar Library, Manonmaniam Sundaranar University, Thirunelveli, Tamil Nadu, on 09th December 2017.
- One day Workshop on **Goods and Service tax (GST)**, conducted by the Department of Commerce, Central University of Tamil Nadu, Thiruvarur, on 21st December, 2017.
- One day Management Development Programme on “**Effective Management & Leadership – Innovations in Teaching & Learning**” organized by Easwari Engineering College on 24th February 2018.
- Two-day workshop on **MCX-IPX Sponsored “Commodity Derivatives Education Workshop (Training For Trainers)”** organized by the Department of Commerce, Central University of Tamil Nadu, Thiruvarur on 9th and 10th March 2018.
- 4-week “**Induction Training Programme For Faculty in Universities / Colleges / Institutes of Higher Education**” conducted by the Teaching Learning Centre, Ramanujan College, University of Delhi from April 9 to May 5 2018.
- One day workshop on “**PLAGIARISM, REFERENCE MANAGEMENT TOOLS AND SWAYAM**” organized by Library and Knowledge centre, Perunthalaivar Kamarajar Institute of Engineering and Technology (PKIET), Karaikal on 13th October 2018.
- Two-day workshop on **MCX-IPX Sponsored “Capacity Building Programme (Training for Trainers) on Commodity Derivatives Market”** organized by the Department of Commerce, Central University of Tamil Nadu, Thiruvarur on 14th and 15th March 2019.

- Three Days National Level Workshop, “**COMPUTER APPLICATION IN SOCIAL SCIENCE RESEARCH & DATA ANALYSIS**” Department of Commerce and Business Administration, Rabiammal Ahmed Maideen College for Women, Thiruvarur, Tamil Nadu from 19-01-2023 to 21-01-2023.
- Five Days Virtual FDP on “**Research Methodology**” Organized by PG & Research Department of Commerce in association with IQAC, Sri Kanyaka Parameswari Arts & Science College for Women, Chennai, from 13.02.2023 to 17.02.2023

Publications:

- S.A. Viknesh Kumar & D. Dhinesh Kumar, “**YOUTH PREFERENCES TOWARDS ORGANIC FOODS & JUNK FOODS**” One Day National Conference on “Paradigm Shift in Services Marketing – Global Scenario”, Dept. of Commerce and Business Administration, Rabiammal Ahmed Maideen College for Women, Thiruvarur, Tamil Nadu, 19-09-2015. *ISBN 9789384193270* Page no 121 – 126.
- Dr. V. Arulmurugan & S.A. Viknesh Kumar, “**LOGISTICS OF DELIVERING E-COMMERCE CONSIGNMENTS – AN EMPIRICAL STUDY**”, International Conference on “Contemporary Challenges in Service Sector and Manufacturing Sector”, Dept. of Management Studies and Computer Application, EXCEL Business School, Komarapalayam, Namakkal, Tamil Nadu, 26-02-2016. **International Journal of Business Management & Research (IJBMR) ISSN(P): 2249-6920; ISSN(E): 2249-8036 Special Edition, July 2016, 23-32.** http://www.tjprc.org/conference-archives.php?year=&cid=15223&tid=&jname=&e_type=&page=1
- Dr. V. Arulmurugan & S.A. Viknesh Kumar, “**FUTURISTIC PERSPECTIVE ANALYSIS OF ONLINE BUYERS FOR SUSTAINABILITY OF E-COMMERCE**”, National Seminar on “Sustaining a Competitive Edge in the Changing Global Scenario”, Dept. of Commerce, Christ University, Bengaluru, Karanataka, 02-03-2016. **USHUS – Journal of Business Management ISSN 0975-3311, Article of Issue #34, 47-60.** <http://www.christuniversity.in/publications/journals/1185>

- Dr. J. Mohan Raj & S.A. Viknesh Kumar, “**A Study on Farmers Online Marketing of Agricultural Products with Special Reference to Agricultural Marketing Information System**” National conference on Impact of Digitalization on Indian Economy organised by department of commerce, Hindustan college of arts & science, Coimbatore on 27th February 2018, **International Research Journal of Management Science & Technology ISSN 2250 – 1959(online) 2348 – 9367 (Print)**
- Dr. J. Mohanraj & S.A. Vikneshkumar, “**CSR an innovative promotional tool- an exploratory study**”, two days national seminar on **Innovation and Entrepreneurship: a pathway for sustainable development of India**” organised by department of commerce, MVS govt. arts & science college, Mahabubnagar, Telengana on 4th & 5th January 2018 sponsored by ICSSR. **ISBN 978-93-85101-98-4**
- Dr. V. Arulmurugan, S.A. Viknesh Kumar & G.E. Rani Narmatha, “**ADOPTION OF GOODS AND SERVICE TAX (GST) BY BUSINESS ENTITIES A PERCEPTION ANALYSIS**”, organised by Rajagiri Dawood Batcha College of Arts & Science, Tiruchirappalli on 17th March 2018. **EMPEROR INTERNATION JOURNAL OF FINANCE AND MANAGEMENT RESEARCH** Volume IV March 2018 283-289. **ISSN:2395 5929**

Paper Presented & Participated (Seminar / Conference):

- ❖ “**LOGISTICS ACCOUNTING IN MODERN BUSINESS**”, International Conference on “Innovation in Commerce and Management”, PG & Research Dept. of Commerce, A.V.C College, Mayiladuthurai, Tamil Nadu, 10, 11-08-2015.
- ❖ “**YOUTH PREFERENCES TOWARDS ORGANIC FOODS & JUNK FOODS**” One Day National Conference on “Paradigm Shift in Services Marketing – Global Scenario”, Dept. of Commerce and Business Administration, Rabiammal Ahmed Maideen College For Women, Thiruvarur, Tamil Nadu, 19-09-2015.
- ❖ “**INNOVATIVE LOGISTICS PRACTICES IN E-COMMERCE – A CRITICAL ANALYSIS**”, National Seminar on “Innovative Management Practice for Sustainable

Development and Global Competitiveness”, Dept. of Management Studies & ICSSR, Pondicherry University. Pondicherry, 08, 09-10-2015.

- ❖ **“ENTREPRENEURIAL DIFFICULTIES FACED BY WOMEN MICRO ENTREPRENEURS - AN EMPIRICAL STUDY”**, Two Day National Seminar on “Women Entrepreneurs in the Knowledge Era”, Dept. of Economics & ICSSR, Pondicherry University. Pondicherry, 05-11-2015 06-11-2015.
- ❖ **“TECHNOLOGICAL BAKING SERVICES IN INDIA – ISSUES AND CHALLENGES”**, One Day National Conference on “Emerging Opportunities & Challenges in the Service Sector”, PG & Research Dept. of Commerce , Annai Valaikanni Arts & Science College, Thanjavur, Tamil Nadu, 29-01-2016.
- ❖ **“TECHNOLOGICAL INTERVENTION IN BUSINESS PROCESS”**, National Level Seminar on “Recent Trends in Commerce, Management and Research”, Dept. of Commerce & Management, Sir Issac Newton College of Arts & Science, Nagappattinam, Tamil Nadu, 13-02-2016.
- ❖ **“IRCTC” - SUPPORTING THE “INDIAN RAILWAYS”**, National Level Seminar on “Recent Trends in Commerce, Management and Research”, Dept. of Commerce & Management, Sir Issac Newton College of Arts & Science, Nagappattinam, Tamil Nadu, 13-02-2016.
- ❖ **“QUALITATIVE BUSINESS RESEARCH FOR EFFECTIVE DECISION MAKING”**, International Conference on “Business Research – A New Paradigm”, Dept. of Accounting & Finance and Bank Management, Ramakrishna Mission Vivekananda College, Chennai, Tamil Nadu, 19-02-2016.
- ❖ **“MAKE IN INDIA” IN MAXIMISING MANUFACTURING COMPETENCY OF MSMEs IN THE FOURTH INDUSTRIAL REVOLUTION**, one day National Seminar on Fourth Industrial revolution: India’s Response”, Dept. of Commerce, RVS College of Arts & Science, Karaikal, Puducherry, 24-02-2016.
- ❖ Participated in the process of Survey on **“BUDGET WISH LIST 2016”** School of Management, Pondicherry University, 25-02-2016

- ❖ **“LOGISTICS OF DELIVERING E-COMMERCE CONSIGNMENTS – AN EMPIRICAL STUDY”**, International Conference on “Contemporary Challenges in Service Sector and Manufacturing Sector”, Dept. of Management Studies and Computer Application, EXCEL Business School, Komarapalayam, Namakkal, Tamil Nadu, 26-02-2016.
- ❖ **“LOGISTICS SUPPORT SYSTEM IN MAXIMISING MANUFACTURING COMPETENCY OF MSMEs”**, International Conference on “Contemporary Challenges in Service Sector and Manufacturing Sector”, Dept. of Management Studies and Computer Application, EXCEL Business School, Komarapalayam, Namakkal, Tamil Nadu, 26-02-2016.
- ❖ **“FUTURISTIC PERSPECTIVE ANALYSIS OF ONLINE BUYERS FOR SUSTAINABILITY OF E-COMMERCE”**, National Seminar on “Sustaining a Competitive Edge in the Changing Global Scenario”, Dept. of Commerce, Christ University, Bengaluru, Karanataka, 02-03-2016.
- ❖ **“DOES IMPLEMENTING GST IMPROVE THE SOFT INFRASTRUCTURE OF INDIAN ECONOMY”**, 39th All India Accounting Conference & International Seminar on Accounting Education and Research, Bangalore University, Bangalore 16th & 17th December 2016.
- ❖ **“CUSTOMERS’ ATTITUDE ON BANKING PRODUCTS AND SERVICES IN NAGAPATTINAM DISTRICT OF TAMIL NADU”**, International Seminar on “Financial Markets: Issues and Challenges”, Department of Commerce and Financial Studies, Bharathidasan University, Thiruchirappali, Tamil Nadu, 08.01.2017.
- ❖ **“CSR AN INNOVATIVE PROMOTIONAL TOOL- AN EXPLORATORY STUDY”**, Two days national seminar on Innovation and entrepreneurship: a pathway for sustainable development of India” organised by department of commerce, MVS govt. arts & science college, Mahabubnagar Telengana on 4th & 5th January 2018 sponsored by ICSSR

- ❖ Conference on **INTERNATIONAL TAXATION AND GST**, organized by the Department of Commerce, Central University of Tamil Nadu, Thiruvarur on 22nd and 23rd February 2018.
- ❖ **“A STUDY ON FARMERS ONLINE MARKETING OF AGRICULTURAL PRODUCTS WITH SPECIAL REFERENCE TO AGRICULTURAL MARKETING INFORMATION SYSTEM”**, National conference on Impact of Digitalization on Indian Economy organised by department of commerce, Hindustan college of arts & science, Coimbatore on 27th February 2018.
- ❖ **“ADOPTION OF GOODS & SERVICE TAX – BUSINESS ENTITIES”** one day national seminar on the impact of GST on development in business and finance organised by Rajagiri Dawood Batcha College of Arts & Science, Papanasam on 17th March 2018.
- ❖ **“NATIONAL SEMINAR ON HEALTH INSURANCE”**, Organised by Department of Management, Pondicherry University Karaikal Campus on 24th March 2018.
- ❖ **“NATIONAL SEMINAR ON IMPACT OF DISRUPTIVE TECHNOLOGIES ON INSURANCE SECTOR IN INDIA”**, Organised by Department of Management, Pondicherry University Karaikal Campus on 25th February 2019.
- ❖ National conference on **“BUSINESS ANALYTICS”** organised by Department of Commerce and Business Administration, Kodaikanal Christian College, Kodaikanal on 18th September 2019.
- ❖ **“NATIONAL SEMINAR ON REGULATORY FRAMEWORK INSURANCE POLICYHOLDER PROTECTION AND RECENT AMENDMENTS (NSPPRA – 2019)”**, Organised by Department of Management, Pondicherry University Karaikal Campus on 04th December 2019.
- ❖ **“IMPACT OF GST ON INDIAN ECONOMY”**, one day National Conference, Organised by P.G. Department of Commerce, Commerce (CA) & Business

Administration, St. Theresa's Arts and Science College for Women, Tharangambadi, Mayiladuthurai on 23rd October 2021.

- ❖ **“INDIAN MARKETS AND IMPACT OF PANDEMIC”**, Seminar organized by Department of Commerce & Business Administration, Don Bosco College (Arts & Science) Thamangudy, Ambagarathur, Karaikal on 17th December 2021.
- ❖ **“POST BUDGET REVIEW AND ANALYSIS – 2023”** One day National Level Webinar, Organised by SRM Institute of Science and Technology, Ramapuram Campus, Chennai on 06th February 2023.
- ❖ **“FACELESS ASSESSMENT SCHEME”** One day National Level Webinar, organized by Department of Commerce & BBA, Vishwaksena Arts & Science College for Women Pollivakkam, Thiruvallur on 02nd March 2023.

Certificate Courses:

- Account Assistant Course from Bharatiya Vidya Bhavan's Gandhi Institute of Computer Education & Information Technology, Karaikal January to March 2013.
- Certificate course in MASS COMMUNICATION, Reg. No. 2013CMC18 (2013), Sponsored by UGC Organized by Arignar Anna Govt. Arts & Science College Karaikal.
- Office Assistant Course from Bharatiya Vidya Bhavan's Gandhi Institute of Computer Education & Information Technology, Karaikal October to December 2013.
- Foundation course in HUMAN RIGHTS, Batch II (2012), Sponsored by UGC organized by Arignar Anna Govt. Arts & Science College Karaikal.
- Tally from Tally Academy Certificate No. CC0028, Challenge Computer Education Karaikal from 06-09-2010 to 25-11-2010
- National Certificate in MODULAR EMPLOYABLE SKILLS, National Council for Vocational Training, Ministry of Labour and Employment, Govt. of India. Conducted & organized by Govt. ITI Karaikal.
- Certificate course in T.V. Servicing (2008), organized by Karaikal Polytechnic College, Karaikal. August 2008 to October 2008