

Name : **A. SAMUEL RAJ**
Designation : **Assistant Professor**
Department : **Commerce**
Date of Joining : **07/07/2014**
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EDUCATIONAL QUALIFICATION:

NAME OF THE DEGREE	NAME OF THE COLLEGE / UNIVERSITY	MONTH AND YEAR OF PASSING	CLASS
B.Com.,	The American College, Madurai.	April, 2008	I
M.Com.,	The American College, Madurai.	April, 2010	I
M.Phil.,	Thiagarajar College, Madurai.	March, 2014	I
B.C.S.,	Senate of Serampore College (University)	April 2017	I
NET	University Grants Commission	December 2019	-
Ph.D	Madurai Kamaraj University	Pursuing	

❖ **SPECIALISATION IN TEACHING:**

- ◆ Marketing.
- ◆ Income Tax.
- ◆ Banking.

❖ **SPECIALISATION IN RESEARCH:**

- “A Study on the Dealership of Sports Goods and Wears in Madurai City” in M.Com., and
- “A Study on Consumers’ Satisfaction towards Tata Nano in Madurai City” in M.Phil.,

❖ **RESEARCH INTERESTS:**

- Human Resource Management.
- Banking.

❖ **OTHER WORK EXPERIENCE:**

Designation	Institution / Company	Year - From (month/year) To (month/year)
Lecturer in Commerce	Mary Matha College, Periyakulam.	01/08/2013 – 03/07/2014

Administrative /Academic Position/s (held / currently holding):

Positions held / currently holding	Year - From (month/year) To month/year)
Project Associate, School Extension Programme, Service Learning Programme	June, 2015 Onwards
Students Christian Movements (SCM) – CIT Department Staff In-charge	June, 2014 – 17th July, 2022

Articles Published; Conference Attended; Paper Presentation and so on:

- 1) Participated in the one day workshop on “**Creating Awareness about Financial Markets for Future Investors**” being conducted by Baroda Pioneer Mutual Fund in association with Ambition Learning Solutions at American College.
- 2) Presented a paper entitled “**An overview of Stress Management – How to cope with stress**” in a National Seminar on New Dimensions of Management in the Globalized Era – 2016 organised by the Department of Management Studies, Madurai Kamaraj University, Madurai.
- 3) Participated in the All India Association for Christian Higher Education (AIACHE) Golden Jubilee Grand Finale Celebrations in American College, Madurai from 7th to 11th October, 2016.
- 4) Presented a paper entitled “**Woman and Power – Strength, Weakness, Opportunities and Challenges**” in the 2nd International Conference on “Women and Power – Challenges and Opportunities” organised by the Centre for Gender Studies, The American College, Madurai on 6 and 7 January, 2017.

- 5) A publication for Resource, Research and Publication Services (CRRPS) India, entitled, **“Woman and power – Strength, Weakness, Opportunities and Challenges”** of The American College, Madurai. ISSN 2349-8684, Pp. 28-30.
- 6) Published a paper entitled **“Emerging Trends in Tourism and Hospitality Industry in India”** in the Shanlax International Journal of Commerce is being organised by The American College, Madurai. ISSN: 2320-4168, October, 2017, Pp.36-38.
- 7) Presented a paper entitled **“Opportunities and Challenges of MSMEs”** in the National Conference on “Prospects of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario” organised by Department of Commerce held on 16 February 2018 at the American College, Madurai.
- 8) A publication of Centre for Resource, Research and Publication Services (CRRPS) India, entitled, **“Opportunities and Challenges of MSMEs”** of The American College, Madurai. ISSN: 2349-8684, February, 2018, Pp.101-102.
- 9) Contributed as an **Organising Member** for the National Conference on “Prospects of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario” organised by Department of Commerce held on 16 February 2018 at the American College, Madurai.
- 10) A publication of the Department of Commerce entitled **“Impact of GST and Demonetisation on MSMEs”** of the American College, Madurai. ISBN 978-93-86712-19-6, February, 2018, Pp. 43-47.
- 11) Contributed as an **Organising Member** for the COMMAS 2K18 conducted by the Department of Commerce, The American College, Madurai on 17th February 2018.
- 12) Participated in the Two Day National Workshop on **“Applications of AMOS in Social Science Research”** organised by the Department of Commerce on 12 and 13 October 2018, The American College, Madurai.
- 13) Published a paper entitled **“An Overview of Innovations in Banking Industry”** in the JASC Journal, Volume 6, Issue I, January 2019 is being organised by The American College, Madurai. ISSN: 1076-5131, January 2019 (Impact Factor 5.8).
- 14) Participated in the Inter-Collegiate Seminar Cum Meet titled **“Social Responsibilities of Business in Globalised Era”** is being organized by the Department of Commerce, V.V.Vanniaperumal College for Women, Virudhunagar on 22.02.2019.
- 15) Participated in the **“GST Workshop”** is being organised by Office of the Commissioner of GST and Central Excise in association with the Department of Commerce, The American College, Madurai on the eve of the 3rd GST Day Celebrations on 05.07.2019.

- 16) Participated in the International Conference on **“Innovations in Business and Management”** is being organized by the Department of Commerce on 1 and 2 February, 2019, The American College, Madurai.
- 17) Presented a paper entitled **“An Overview of Innovations in Banking Industry”** in the International Conference on “Innovations in Business and Management” organised by Department of Commerce held on 1 and 2 February, 2019, The American College, Madurai.
- 18) Participated in the Workshop on **“Development of Website”** is being organized by the Department of Commerce on 3 August 2019, The American College, Madurai, Tamilnadu.
- 19) Participated in the International Conference on **“Sustainability, Transformation, Development in Business and Management”** is being organized by the Department of Commerce on 24 January, 2020, The American College, Madurai.
- 20) Presented a paper entitled **“A Study on Marketing of Sports Goods and Wears in Madurai City”** in the International Conference on “Sustainability, Transformation, Development in Business and Management” is being organized by Department of Commerce, held on 24th January 2020, The American College, Madurai.
- 21) Participated in the **“UBCHEA sponsored Four-Days Faculty Development Program (FDP 2020) on Emerging Leaders of Service Learning Programme”** during 13 to 16 February, 2020 at Holiday Home, Kodaikanal.
- 22) Participated in the **Stale Level Workshop** on **“Entrepreneur Dexterity Development 2020”** held on 10 March, 2020 in The American College organised by the Department of Commerce.
- 23) Participated in the Webinar on **“Teacher to Educational Leader”** organized by Colombo Plan Staff College, held on 23 April 2020.
- 24) Participated in the Webinar on **“Art of Achieving Teaching Excellence in Digital Era”** is being organized by Sakthi Institute of Information and Management Studies (SIIMS), Pollachi, held on 4 April 2020.
- 25) Participated in the Webinar on **“Art of Achieving Teaching Excellence in Digital Era”** is being organized by Sakthi Institute of Information and Management Studies (SIIMS), Pollachi, held on 4 May 2020.
- 26) Participated in the **“FrontAccounting-2.4.7 training”** organized at Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College in January 2020 semester, with course material provided by the Spoken Tutorial Project, IIT Bombay.

- 27) Participated in the Faculty Development Program on “**Front Accounting 2.4.7**” organized by Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College, Poovanthi in association with Spoken Tutorial, IIT Bombay from 11 May 2020 to 15 May 2020.
- 28) Participated in the International Webinar on “ **COVID 19 and Continuing Relevance** ” organized by the Department of Commerce, The American College, Madurai, held on 23 May 2020.
- 29) Participated in a Faculty Development Program on “**Teaching for Transformation & Excellence in Post Covid Era**” organized by Department of Commerce, The American College, Madurai held on 6 June 2020.
- 30) Participated in the Webinar on “**Impact of Covid 19 on Educational Services and Alternating Strategies**” organized by the Department of Commerce, The American College, Madurai, held on 20 June 2020.
- 31) Participated in Online Webinar on “**Art of Public Speaking**” organized by Department of Management Studies (FXDoMS), Francis Xavier Engineering College, Tirunelveli, Tamil Nadu, held on 20 June 2020.
- 32) Participated in the Webinar on “**A Perspicacious View on Electronic Payments**” organized by the Department of Commerce, The American College, Madurai, held on 03 July 2020.
- 33) Participated in the Webinar on “**Maintaining Quality of Life during COVID Era**”, organized by the Department of Business Administration, The American College, Madurai, held on 03 July 2020.
- 34) Participated in the National Webinar on “**Importance of Research and case study in Higher Education**” organized by Department of Business Administration, The American College, Madurai, held on 16 July 2020.
- 35) Participated in the Webinar on “**Navigate Financial Crisis During Pandemic**” is being organized by the Department of Commerce, The American College, Madurai, held on 17 July, 2020.
- 36) Participated in the Webinar on “**Digital Marketing**” organized by Department of Management Studies, The American College, Madurai, held on 20 July, 2020.
- 37) Participated in the in the Webinar on “**Misinformation in Medicine : Myths Vs Facts** ” Organized by the Department of Business Administration, The American College, Madurai, held on 20 July 2020.

- 38) Participated in the National webinar on **“Teacher Vs Learner: Impact of COVID’19 in colleges”** organized by Internal Quality Assurance Cell (IQAC), The American College, Madurai, held on 22 July 2020.
- 39) Participated in **“Changing Facets of Trade and Commerce”** a Two-day National Webinar, organized by the Department of Commerce (DDE), Madurai Kamaraj University, Madurai, from 21-07-2020 to 22-07-2020.
- 40) Participated in the Three Day Online Workshop on **“Entrepreneurial Skills: Incubate, Install and Innovate”** is being organized by the Department of Commerce with Computer Applications, Fatima College, Madurai, held from 22nd to 24th July, 2020.
- 41) Talk given on **“Personality Development”** to the students at I-Lead, K.K.Nagar, Madurai.
- 42) Participated in the Webinar on **“Angel Investment/VC Funding, Opportunities for Early Stage Entrepreneurs”** organized by the Department of Commerce (CA), N.M.S.Sermathai Vasan College for women on 31st May, 2021.
- 43) Participated in the **“National Webinar on Enhancement of Self-help Skills during Covid 19 Pandemic Period”** organized by Department of Commerce (CA/EC/SF and M.Com(CA)), Ayya Nadar Janaki Ammal College, Sivakasi held on 1st June, 2021.
- 44) Participated in the **“National Webinar on Fungus and Covid 2.0”** organized by Department of Commerce (CA/EC/SF and M.Com(CA)), Ayya Nadar Janaki Ammal College, Sivakasi held on 2nd June, 2021.
- 45) Participated in the Two days Webinar on **“Accounting using Tally Prime”** organized by ESN Publications held on 25th and 26th June, 2021.
- 46) Participated in the National Webinar entitled, **“Financial Empowerment Through Wealth Creation”** organized by Department of Commerce (Computer Applications), KPR College of Arts Science and Research, Coimbatore in collaboration with Association of Mutual Funds in India (AMFI) on 11th February, 2022.
- 47) Participated in one week Faculty Deveopment Programme through online mode on **“Implementation of NEP – 2020 in Higher Education”** organized by RKDF University, Bhopal (MP) and supported by Makhanlal Chaturvedi Rashtriya Patrakartia Vishwavidyalaya, Bhopal (MP), held on 17th February to 22nd February, 2022.
- 48) Participated in the online Faculty Development Program titled **“How to Prepare a Research Paper for Submission to a Quality Journal”** hosted by Department of Management, JMIT, Radaur on 28th February, 2022.

- 49) Participated in seven days Faculty Development Programme on “**Entrepreneurship Development**” organised by the PG Department of Commerce with CA, Syed Ammal Arts and Science College, Ramanathapuram from 01st March, 2022 to 07th March, 2022.
- 50) Participated in the awareness cum training program conducted by the Office of Controller General of Patents, Designs and Trade Marks, IPR awareness/training program under the special mission called “**National Intellectual Property Awareness Mission (NIPAM)**” at The American College on 29th March, 2022.
- 51) Participated in the three-day “**Faculty Development Programme on Investor Awareness & Education**” co-hosted by the Department of Commerce, The American College, Madurai, from 28th to 30th April, 2022.
- 52) Participated in the **Indian Council of Social Science Research – Southern Regional Centre (ICSSR – SRC)** sponsored **Three Day workshop on “Research Methodology Tools (SPSS and AMOS)”** organized by the Post Graduate and Research Department of Commerce, The American College, Madurai, from 14 December 2022 to 16 December 2022.
- 53) Participated and presented a paper titled “**Origin and Growth of Tourism in India**” in the **International Conference on “Business Dynamics and Sustainable Development”** conducted by the School of Commerce, in association with the School of Business, St Joseph’s University, Bengaluru, Karnataka, on 5 and 6 January 2023 at The American College, Madurai, Tamil Nadu, India.
- 54) Contributed as an **Organising Member** for the **International Conference on “Business Dynamics and Sustainable Development”** conducted by the School of Commerce, in association with the School of Business, St Joseph’s University, Bengaluru, Karnataka, on 5 and 6 January 2023 at The American College, Madurai, Tamil Nadu, India.
- 55) Participated and presented a paper titled “**Copy Right Law of India**” in the **ICSSR sponsored Two day International Seminar on “Economic Impact of Intellectual Property Rights”** organized by the PG and Research Department of Commerce, Jayaraj Annapackiam College for women (Autonomous), Periyakulam, Theni District on 8th and 9th February, 2023.
- 56) Contributed as an **Organising Committee Member** for the **COMMAS 2023** conducted by the Department of Commerce, The American College, Madurai on 18th March 2023.
- 57) Presented a paper titled “**Prospects and challenges of Young Entrepreneurs in Tourism Development in India**” in the **National Seminar** held on 29th September, 2023 organised by the Research Centre of Commerce, Fatima College (Autonomous), Madurai.

- 58) Participated in the **National Seminar on “Campus – Corporate – Community – Connect Bridging the Gap between Research and Application”** jointly organised by the Research and Development Cell and Intellectual Property Rights Cell of Fatima College (Autonomous), Madurai on 18th October, 2023.
- 59) Participated and presented a paper titled **“An Overview of the Major Tourist Attraction in the State of Tamil Nadu”** in the **International Conference on “Commerce and Management in the Digital Age: Trends, Challenges and Innovations”** conducted by the School of Commerce, The American College, Madurai, Tamil Nadu, India on 5 and 6 January, 2024.
- 60) Contributed as an **Executive Committee Member** in the **International Conference on “Commerce and Management in the Digital Age: Trends, Challenges and Innovations”** conducted by the School of Commerce, The American College, Madurai, Tamil Nadu, India on 5 and 6 January, 2024.
- 61) Participated in the **Faculty Development Programme on “Tally Prime 4.0”** jointly organised by the Research Department of Commerce, Thiagarajar College, Madurai, Tamil Nadu, India in association with Tally Education Private Limited, Bengaluru on February 17, 2024.
- 62) Participated and presented a paper titled **“A Study on Impact of Artificial Intelligence on Tourism Industry”** in the **International Conference on “Artificial Intelligence in Commerce and Management”** conducted by the School of Commerce, The American College, Madurai, Tamil Nadu, India on 6 and 7 January, 2025.
- 63) Participated and presented a paper titled **“A Study on the Innovation and Applications of AI Tools in Travel Booking with Special Reference to INDIGO”** in the **International Conference on “Artificial Intelligence in Commerce and Management”** conducted by the School of Commerce, The American College, Madurai, Tamil Nadu, India on 6 and 7 January, 2025.
- 64) Participated and presented a paper titled **“A Study on the Innovation and Applications of AI Tools in AI Assistants with special reference to ALEXA”** in the **International Conference on “Artificial Intelligence in Commerce and Management”** conducted by the School of Commerce, The American College, Madurai, Tamil Nadu, India on 6 and 7 January, 2025.
- 65) Participated and presented a paper titled **“Artificial Intelligence on Spoken Language”** in the **International Conference on “Artificial Intelligence in Commerce and**

Management” conducted by the School of Commerce, The American College, Madurai, Tamil Nadu, India on 6 and 7 January, 2025.

66) Contributed as an **Executive Committee Member** in the **International Conference on “Artificial Intelligence in Commerce and Management”** conducted by the School of Commerce, The American College, Madurai, Tamil Nadu, India on 6 and 7 January, 2025.

67) A publication of the Department of Commerce entitled **“International Conference on Artificial Intelligence in Commerce and Management”** of the American College, Madurai. ISBN 978-93-6163-437-6, January, 2025, Pp. 441-448.

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