

**Name** : A.NIXON JESURAJ  
**Designation** : Lecturer  
**Department** : Commerce  
**Date of Joining** : 24.07.2013  
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**Educational Qualification:**

Degree	Institution	Year of Passing	Class
B.Com	The American college, Madurai.	April,2010	II
M.Com	The American college, Madurai.	April,2012	I
M.Phil.(Commerce)	The American college, Madurai.	April,2013	I

**Specialisation in Teaching:**

- Marketing
- Financial accounting
- Banking
- Event Management

**Specialisation in Research:**

M.Com - "A Study on the College Students' Attitude towards Footwear in Madurai City"

M.Phil- "A Study on Services Rendered by the Travel Agencies in Madurai City."

**Research Interests:**

Marketing  
Human research Management

**Other Work Experience:**

Designation	Year - From (month/year) To (month/year)
Hostel Superintendent(Zumbro Hall)	Since august 2013

## **Publications:**

### **Books:**

1. A publication of NCRC Publications, Coimbatore entitled **Emerging Trends on Global Business**, Third Edition of RVS Institute of Management Studies and RVS College of Engineering and Technology. ISBN 978-93-81537-00-8, September, 2012, Pp 241-246.
2. A publication of Global Publications, entitled **Business Innovation In The Globalisation Era**, of A. Veeriyar Vanayar Memorial Sri Pushpam College. ISBN 81-907155 September,2012.Pp 1-5.
3. A publication of B-DIGEST Publications, Nagercoil titled on **Emerging Opportunities and Challenges in Micro, Small and Medium Enterprises**, ISBN 978-81-923975-04, October, 2012, Pp 88-91.
4. A publication of M. S. K. Publications, Salem entitled **Micro, Small and Medium Enterprises (MSMEs) in India – Problems and Prospects**, of Ayyar Nadar Janaki Ammal College. ISBN 978-93-8058-19-9. December 20012, Pp 181-184.
5. A publication of SHANLAX Publications, Madurai entitled **Foreign Direct Investment in Retail Trade-Opportunities and Challenges** of Sourashtra College. ISBN 978-93-806860-6-6 February 2013, Pp 198-201.
6. A publication of SHANLAX Publications, Madurai entitled **Foreign Direct Investment in Retail Trade-Opportunities and Challenges** of Sourashtra College. ISSN-2320-4168 February 2013, Pp 86-91.
7. A publication of SHANLAX Publications, Madurai entitled **“Emerging Trends in Marketing of Services in the Global Era”** of The American College. ISSN-2320-4168 October 2013, Pp 86-91.

## **Conference / Seminar Presentations:**

### **International Level**

1. An International Conference on **“Business Innovations in the Globalisation Era”** held on 22<sup>nd</sup> September,2012 in A.V.M.M.Sri Pushpam College, Poondi, Thanjavur. A Paper presented on **“E-Marketing”**

### **National Level:**

1. One Day National Conference on **“Emerging Trends in Global Business”** conducted by RVS Institute of Management Studies and RVS College of Engineering and Technology, Department of Management studies, Coimbatore. A paper presented titled **“Employee Engagement”** on 10<sup>th</sup> September, 2012.

2. National Seminar on **“Emerging Opportunities and Challenges in Micro, Small and Medium Enterprises”** held during 12<sup>th</sup> October, 2012 in St. Xavier’s College (Autonomous), Palayamkottai and presented a paper on **“Problems Faced by Micro Enterprises”**.
3. Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi, National Level Seminar on “Micro, Small and Medium Enterprises (MSMEs) in India-Problems and Prospects” held on 14<sup>th</sup> and 15<sup>th</sup> December 2012. A paper presented on **“Challenges faced by Micro Enterprises”**.
4. UGC Sponsored Two-Day National Seminar on **“Foreign Direct Investment in Retail Trade”** held on 1<sup>st</sup> and 2<sup>nd</sup> February 2013. A paper presented on **“Challenges for Indian Retail Trade”**.
5. National Seminar on **“Emerging Trends in Marketing of Services in the Global Era”** conducted by “TYCOONS”, Department of Business Administration, The American College, Madurai. A paper presented titled **“Employee Engagement”** on 17<sup>th</sup> October, 2013.

**State Level:**

1. Department of Commerce, The American College, Madurai, State Level Seminar on **“Issues and Challenges of Business Enterprises in India ”**, Paper Presented on **“Issues and Challenges of Human Resource of India in Global scenario”** held on 16<sup>th</sup> March, 2010.