

Name: Dr. A. NIXON JESURAJ

Designation: Assistant Professor

Department: Commerce

Date of Joining: 24.07.2013

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Educational Qualification:

Degree	Subject	College / University & Place	Year Completed
Ph.D	Commerce	Madurai Kamaraj University, Madurai	2018
M.Phil	Commerce	The American College, Madurai	2013
M.Com	Commerce	The American College, Madurai	2012
B.Com	Commerce	The American College, Madurai	2010

Specialisation in Teaching: Cost Accounting, Marketing, Commercial Law

Specialisation in Research: Marketing

Research Interests: Marketing and Human Resource Management

Other Work Experience:

Designation	Institution / Company	Year - From (month/year) To (month/year)
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Administrative /Academic Position/s (held / currently holding):

Positions held / currently holding	Year - From (month/year) To month/year)
NSS Programme Officer	July – 2014 to Till Date
Superintendent of Washburn Hall	July 2013 to January 2020

Membership in Professional Bodies: Nil

Publications: 19

Books: Nil

Articles Published in International Journals: Nil

Articles published in National Journals:

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. ISBN 938068689-7- 17th October 2013, Pp 224-229
8. A Publication of SHANLAX Publications, Madurai entitled **Productivity Enhancement Strategies** of The American College. ISBN 938065760-9- 10th October 2014, Pp 272-275
9. A Publication of SHANLAX Publications, Madurai entitled **“Strategic Integration and Entrepreneurship Innovation”** of Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College. ISSN 2321-4168- 17th February 2015, Pp 195-200.
10. A Published by Department of Management Studies, Sri Kaliswari College(Autonomous), Sivakasi, entitled **‘Tax Reform in India- Opportunities and Challenges’** of Sri Kaliswari College.ISBN 978-81-930024-5-2- 24th and 25th July 2015,Pp- 23-24

11. A Publication of Hikey Media, Chennai entitled ‘ **Retailing in India – Opportunities and Challenges**’ of Rathinam College of Arts and Science, Coimbatore. ISBN 978-93-82570-67-7- 12th August 2015, Pp- 43 - 44
12. A Published by PG Department of Commerce, Sri Kaliswari College, Sivakasi entitled “**Role of Information and Communication Technology (ICT) on the Growth of Service Industries**” of Sri Kaliswari College. ISBN 978-93-5258-485-7- 20th & 21st March ,2016. Pp – 114 to 117.
13. A Publication of ROOTS, Madurai entitled “ **A Study on Health Status of Women Engaged in a Home- Based Papad Making Units in Madurai.**”, International Journal of Multidisciplinary Research, VOL. 4, Special Issue 4th Feb. 2018, ISSN: 2349-8684, Impact Factor 3.487, Pp – 52 to 54.
14. A Publication of Jayalakshmi Publications, Madurai entitled “**Problems and Prospectus of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario**” of The American College. ISBN 978-93-87612-19-6, 16th February 2018, Pp 195-200.
15. A Publication of SHANLAX Publication, Madurai entitled “**Problems and Prospects of Regional Rural Banks in India**” published in Shanlax International Journal of Commerce, ISSN: 2320-4168, Vol. 5, Special Issue. 1, October 2017.
16. A Publication of Department of Commerce, Bishop Heber College, Tiruchirappalli entitled “ **Study on Consumer Behaviour of Instant Food Products with Special Reference to Madurai City**”, Volume-VII, May-2017 ISBN-978-93-80767-66-6
17. A Publication of Ajanta Prakashan Publication, Maharashtra entitled “**Problems and Prospects of E-Learning Concerning Higher Education in India**” published in An International Multidisciplinary Quarterly Research Journal, Vol. VIII, Issue January – March 2019, Part –II, ISSN: 2277-5730, Impact Factor – 5.5, Pp: 141-146.
18. A Publication of BODHI entitled “**Challenges and Opportunities of Insurance Sector in India**” published in International Journal of Research in Humanities, Arts and Science, Vol: 3, Special Issue:1, January 2019, E-ISSN: 2456-5571, Impact Factor: 2.135.
19. A Publication of Journal of Applied Science and Computations A Peer Reviewed Journal entitled “**Opportunities and Challenges in Insurance Sector of India**”, Volume VI, Issue I, January-2019, ISSN: 1076-5131

Conference / Seminar Presentations:

International Level

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

2. One Day International Conference on **“Strategic Integration and Entrepreneurship Innovation”** held on 17th February 2015 in Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College, Poovanthi, Sivagangai. A paper presented on **“Problems of Women Entrepreneurs in India”**.
3. One Day International Conference on **‘The Impact of E- Commerce in Modern Business’** held on 12th August 2015 in Rathinam College of Arts and Science, Coimbatore. A paper presented on **‘ E- Retailing in India – Opportunities and Challenges’**.
4. An International Conference on **“Recent Trends in Business and Finance”** held on 5th October 2016 in Bishop Heber College, Tiruchirappalli. A Paper presented on **“ Study on Consumer Behaviour of Instant Food Products with Special Reference to Madurai City”**,

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 10th September, 2012.
2. National Seminar on **“Emerging Opportunities and Challenges in Micro, Small and Medium Enterprises”** held during 12th 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 14th and 15th 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 1st and 2nd 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 Department of Business Administration, The American College, Madurai. A paper presented titled **“Medical Tourism in India: Issue, Opportunities and Designing Strategies for Growth and Development”** on 17th October 2013.
6. National Seminar on **“Productivity Enhancement Strategies”** conducted by Department of Business Administration, The American College, Madurai. A paper presented titled **“Productivity in Papad in Madurai District of Tamilnadu”** on 10th October 2014.
7. ICSSR Sponsored National Level Seminar on **“The Role of NGOs in Empowering SHGs Women: Issues & Achievements”** held on 26th and 27th February 2015 in St.Xavier’s College (Autonomous), Palayamkottai. A paper presented on **“A Study on Women’s Empowerment Through NGO Interventions”**

8. Indian Council of Social Science Research(ICSSR) sponsored Two Day National Conference on “ **Tax Reforms in India – Opportunities and Challenges**” held on 24th and 25th July 2015 in Sri Kaliswari College(Autonomous), Sivakasi. A paper presented on “**Challenges and Opportunities of Goods and Services Tax (GST) in India**”.
9. Two – Day National Level Conference on “ **Role of Information and Communication Technology (ICT) on the Growth of Service Industries**” held on 20th & 21st March 2016, Sponsored by Indian Council of Social Science Research (ICSSR), New Delhi and organized by the PG Department of Commerce, Sri Kaliswari College, Sivakasi. A paper presented titled “ **Challenges and Opportunities of E- Government**”.
10. National Seminar on “**National Conference on Prospectus of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario**” conducted by Department of Commerce, The American College, Madurai. A paper presented titled “**Problems and Prospectus of Micro, Small and Medium Enterprises (MSMEs) in Indian Scenario**” on 16th February 2018.
11. National Conference on “**Digital Economy: Business Opportunities and Challenges**” conducted by Department of Commerce, University of Madras, Chennai. A paper presented titled “**Problems and Prospects of E-Learning Concerning Higher Education in India**” on 10th January 2019.
12. UGC Sponsored National Conference on “**Banking and Insurance: A Catalyst Towards India’s Vision 2022**”. Organized by Department of Commerce, The Madura College, Madurai. A paper presented titled “**Challenges and Opportunities of Insurance Sector in India**” on 31st August, 2018.

State Level:

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 16th March, 2010.

Participation Training Programme and Workshops:

1. As a NSS Programme Officer, participated in “**Orientation Training Programme**” conducted by Empanelled Training Institution – National Service Scheme, (Under the auspice of the Ministry of Youth Affairs and Sports, Government of India), Coimbatore, held from 09.12.2014 to 15.12.2014.
2. As a NSS Programme Officer attended in “**Two Days DDRT – FNS Training Programme**” supported by Indian Red Cross Society, Tamilnadu Branch, held at Manner Thirumalai Naicker College, Madurai, from 22nd December to 23rd December 2014.

3. As a RRC Programme Officer participated in the **“One Day Orientation Programme”** Organised by the Red Ribbon Club held on 16th February 2016.
4. To Participated in Two – Day workshops on **“Data Analysis using SPSS”** held on 2nd and 3rd December 2016 organised by the Department of Management Studies, Mepeco Schlenk Engineering College, Sivakasi.
5. As a NSS Programme Officer attended in Training on **“ Mental Health First Aid”** organized by M.S. Chellamuthu Institute of Mental Health and Rehabilitation, Madurai and supported by Rajiv Gandhi National Institute of Youth Development, Sriperumbudur, Tamilnadu held from 8th March 2017 to 10th March 2017.
6. As a NSS Programme Officer attended in A Three Day ToT on **“Entrepreneurship Awareness Programme for NSS Programme Officers”** Organised by The Department of Youth Welfare Studies, School of Youth Empowerment, Madurai Kamaraj University, Sponsored by Rajiv Gandhi National Institute of Youth Development, Sriperumbudur, Tamilnadu held from 2nd February 2018 to 4th February 2018.
7. As a NSS Programme Officer attended in **“Two Day Workshop on NSS Documentation”** organized by National Service Scheme, Alagappa Chettiar Government College of Engineering and Technology, Karaikudi, held on 15th and 16th March 2018.
8. To Participated in **“One Day Workshop on Goods & Services Tax (GST)”** organized by the Department of Commerce and Research Centre, Sourashtra College, Madurai on 28th August 2018.
9. To Participated in **“National Level Workshop on Application of AMOS in Social Science Researches”** organized by the PG and Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi, held on 7th September, 2018.

Lectures / Talks given: Nil

Awards / Fellowships: Nil

Doctoral Students Nil

Completed:

Name of the student	Title of the thesis

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Ongoing:

Name of the student	Title of the thesis

UGC Sponsored Major Projects:

Title	Year of Award	Amount Awarded	Status of the project- Completed /Ongoing	Co-investigator, if any

UGC Sponsored Minor Project

Title	Year of Award	Amount Awarded	Status of the project- Completed /Ongoing	Co-investigator, if any

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Overseas Academic Visits:

Other Activities / Academic Credentials: