

CURRICULUM VITAE

Name: Dr. R. SEENI SYED IBRAHIM

Designation: Assistant Professor

Department: Commerce (SF)

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EDUCATIONAL QUALIFICATION:

| Degree | Subject | College / University & Place | Year Completed |
|---------|-------------|---------------------------------------|----------------|
| SSLC | State Board | V.H.N. Hr. Sec. School, Madurai. | 2003 |
| HSC | State Board | V.H.N. Hr. Sec. School, Madurai. | 2005 |
| B. Com | Commerce | M.S.S Wakf Board College, Madurai. | 2008 |
| M.F.C | Finance | Thiagarajar College, Madurai. | 2010 |
| M. Phil | Commerce | Thiagarajar College, Madurai. | 2011 |
| TNSET | Commerce | Mother Teresa University, Kodaikanal. | 2017 |
| PhD | Commerce | Madurai Kamaraj University. Madurai. | 2017 |
| M.Com | Commerce | Madurai Kamaraj University, Madurai. | 2020 |

ACADEMIC QUALIFICATION: OTHERS

| Degree | Institution | Year of Passing |
|---------------------|--------------------------------------|-----------------|
| Desk Top Publishing | St, Mary's Academy, Madurai. | 2006 |
| Tally ERP | St, Mary's Academy, Madurai. | 2007 |
| P.G.D.C.A. | Madurai Kamaraj university. Madurai. | 2015 |

TEACHING EXPERIENCE:

| Designation | Institution | Year | Year of Experience |
|---|--|-------------|----------------------------|
| Assistant Professor Department of Commerce | The American College, Madurai. | 05.10.2020 | 05.10.2020 Onwards |
| Head of the Department Department of Commerce (CA) | Mannar Thirumalai Naicker College, Madurai. | 01.06.2019 | One year 4 Months |
| Head & Assistant Professor Department of Commerce | NPR Arts & Science College, Madurai. | 15.02.20212 | Seven Years 3 months |

AREA OF SPECIALISATION

- Accounting & Finance
- Taxation
- Marketing
- Human Resource Management

RESEARCH EXPERIENCE

- **Ph.D Title:** “A Study of Uzhavar Santhai Scheme of Tamil Nadu Government in Madurai District and its impact on Farmers and Consumers”.
- **M.Phil Title:** “Socio-Economic Impact of Uzhavar Santhai. A Study with special reference to Madurai city”.
- **MFC Title:** “Foreign Direct Investment in developing countries. A study with special reference to India”.

SEMINAR AND WORKSHOP PARTICIPAITON

1. Participated in the Faculty Development Programme on “Tally Prime 4.0” conducted by Research Department of Commerce, Thiagarajar College, Madurai on 16th February 2024.
2. Participated in the workshop on “Art and Science of Methodical Scientific Writing & Publishing in a high impact journal” conducted by IQAC and office of the Dean Research, The American College, Madurai on 06th March 2023.

3. Participated in the Workshop on “Research Writing and Publications: Theory and Practice” organized by Internal Quality Assurance Cell, Mannar Thirumalai Naicker College, Madurai on 19th October 2020.
4. Participated Faculty Development Programme on “Quality Assurance and Sustenance in Higher Education” organized by Internal Quality Assurance Cell, Mannar Thirumalai Naicker College, Madurai on 11th March 2020.
5. Participated Faculty Development Programme on “21st Century Skills” organized by Internal Quality Assurance Cell, Mannar Thirumalai Naicker College, Madurai on 5th March 2020.
6. Participated a one day Capacity Building Programme on “Outcome Based Education” organized by Internal Quality Assurance Cell, Mannar Thirumalai Naicker College, Madurai on 28th August 2019.
7. Participated in the workshop on “Intellectual Property Rights” organized by NPR Arts & Science College, Natham on 20th January 2018.
8. Participated in International Conference on “Business Analytics & Block Chain” organized by Department of Commerce, The Madura College, Madurai on 28th December 2017.
9. Participated in the Two Day Faculty Development Programme on “ICT in Education (Virtual Learning)” Organized by NPR College of Education, Natham on 03rd & 04th November 2017.
10. Participated in the workshop on “Customer Relationship Management in Banking Sector” organized by PG & Research Department of Commerce, Mannar Thirumalai Naicker College, Madurai on 26th September 2014.

11. Participated in the NADP - “Training and Awareness Program for Tree Cover Assessment to Combat Pollution in Madurai” at Agricultural College and Research Institute, Madurai held on 22nd November 2013.
12. Participated in one day National Seminar on “Tourism Industry in India: Challenges and Opportunities “at Madurai on 12th August, 2013
13. Participated in the one day National Level Seminar on ‘Globalization and its Emerging Trends’ organized by the Department of Commerce with CA, at Nadar Mahajana Sangam, S.Vellaichamy Nadar college on 28th December 2012.
14. Participated in the one day National Level Workshop on ‘Financial literacy of young investors’-FLY’12 organized by the Department of Commerce with Computer Applications at NPR Arts & Science College, Natham held on 25th September 2012.

PAPER PRESENTATION

1. Presented a Paper Entitled “Evaluating Bandhan Bank’s Performance through the camel model: Comprehensive Study organized by Department of Commerce and Research Centre, Sourashtra College, Madurai. On 21st and 22nd September 2023.
2. Presented a paper entitled “Investors preference towards Sukanya Samriddhi in Madurai city” organized by School of Business, St. Joseph’s University, Bengaluru, in association with The American College, Madurai on 5th January 2023.
3. Presented a Paper Entitled “Digital Marketing Trends in Financial Services” in national seminar (UGC – Autonomy Grant) on “Challenges chasing the Indian Economy: A Peer Review” organized by Department of Economics, Mannar Thirumalai Naicker College, Madurai on 11th October 2019.

4. Presented a paper Entitled “Employee Empowerment of Business in Digital Era” in International Conference on “Transformation of Business, Management, Economy in Digital Era” organized by Department of Commerce with Computer Applications, Mangayarkarasi Arts & Science College, Madurai held during 30th January 2019.
5. Presented a paper Entitled “Factors Influenced in Direct Marketing” In International Conference on Emerging Trends & Challenges in Arts organised by NPR Arts & Science College, Natham held during 31st January 2019.
6. Presented a paper Entitled “A study on the Impact of Demonetization on Indian Economy” In national seminar on “Impact of Demonetization on Indian economy” Organized by Research centre of Commerce, Fatima College, Madurai held during 10th March 2017.
7. Presented a paper Entitled “The Problem Faced by the Consumers in Uzhavar Sandhai- An Analysis” in the UGC-Autonomy Grant International conference on “Changing urban Scenario: Opportunities and Challenges at Fatima College, Madurai on 17th February 2016.
8. Presented a paper Entitled “Socio-Economic Feasibility study about Uzhavar Farmers in Madurai District” In International Conference on “Blue Sky Thinking” Organised by PG and Research Department of Commerce with CA, Hindusthan College of Arts & Science Coimbatore held during 5th February 2016.
9. Presented a paper Entitled “Economically Growth on Farmers by using the scheme of Uzhavar Sandhai in Madurai District” in the international conference on “Innovative Management Practices” organized by Department of Management Studies, Sri Vidya College of Engineering and Technology held during 29th January 2016.

10. Presented a paper Entitled “Challenges faced by farmers and initiatives taken by government: An Analysis” in the international conference on “Corporate Social Responsibilities” organized by PG Research Department of Commerce, Rani Anna Government College for women, Tirunelveli held during 29th January 2016.
11. Presented a paper Entitled “Current Issues in E-Banking” in the International Conference on “Strategies for Sustainable Growth of E-Commerce” held on 24 & 25th July 2015 at V.H.N Senthikumar Nadar College.
12. Presented a paper Entitled “Corporate Governance” in the International Conference on Contemporary Management” (INCOCOM’12) held on 19th October 2012 at NPR Arts & Science College, Natham.
13. Presented a paper titled Right to Education Act, 2009 – A Foundation for Inclusive Growth in the UGC-UPE National Seminar on Rural Development in India held at Madurai Kamaraj University during 28 & 29th October 2010.

PUBLICATION

1. Published a paper Entitled “Consumer’s Preference towards Aavin Dairy products in Madurai City.” Humanities and social science studies; ISSN: 2319 – 829X, Vol.13, Issue 1, No. 5, January – June: 2024.
2. Published a Paper entitled “A Study on Media Marketing and Customer Engagement” in the book of ISBN No. 978-81-968663-7-2 “International Conference on Commerce and Management in the Digital Age: Trends and Challenges & Innovations” organized by Department of Commerce, The American College, Madurai on 5th & 6th January 2024.

3. Published a paper Entitled “Investors Preference towards Sukanya Samriddhi scheme in Madurai city.” South India Journal of Social Sciences; ISSN: 0972 – 8945, Vol. XXI, No.13, January – June: 2023.
4. Published a paper Entitled “National Youth Policy” Oriental Institute journals - ISSN: 0030 – 5324 Vol. 71, Issue. 03, No. 1, July – September 2022.
5. Published a paper Entitled “A study on Green Banking Initiatives in selected Private Sector Banks with reference to Madurai City.” Eduindex Journals - ISSN: 2394 -3114, Volume 40, Issue 70, March 2020.
6. Published a paper Entitled “Factors Influenced in Direct Marketing” Published in Journal of Analysis and Computation ISSN: 0973 – 2861, April 2019.
7. Published a paper Entitled “A study on the Impact of Demonetization on Indian Economy” Published in Shanlax International Journal of Commerce ISSN: 2320 - 4168, Volume 5, Spl Issue 1, June 2017.
8. Published a paper Entitled “Socio-Economic Feasibility study about Uzhavar Farmers in Madurai District” Published in Shanlax International Journal of Management ISSN: 2321 – 4643, Volume: 3 Special Issue: 3 March 2016.
9. Published a paper Entitled “Economically Growth on Farmers by using the scheme of Uzhavar Sandhai in Madurai District” in International Journal of Advance Research and Innovative Ideas in Education ISSN: 2395 – 4396 Volume:1 Issue: 1 /2016.
10. Published a paper Entitled “Challenges faced by farmers and initiatives taken by government: An Analysis” in Roots International Journal of Multidisciplinary researches ISSN: 2349 – 8684 Volume: 2 Special Issue: 9 February 2016.

11. Published a Paper entitled “Impact of Uzhavar Santhai on Farmers & Consumers” A study with Special Reference to Madurai District” in the ISBN book “Innovative Practices in Functional Management” organized by Virudhunagar Hindu Nadars Senthilkumara Nadar College, Virudhunagar on 7th October 2015.

ONLINE PROGRAMS ATTENDED

1. Participated in a National webinar on “Wealth Creation Through Financial Planning” organized by NPR Arts & Science College, Dindigul. in collaboration with Association of Mutual Funds in India on 06th February 2024.

2. Participated in One Week National level “Faculty Development Programme on management development and academic leadership” conducted by A.C.T Academy, Tamilnadu from 01st December 2023 to 07th December 2023.

3. Participated in one day “National level workshop (virtual) on Intellectual property Rights and Innovations” conducted by FDP Division, A.C.T Academy, Tamilnadu on 10th December 2023.

4. Participated in one day “National level webinar on financial empowerment and career opportunities in financial and securities market” conducted by school commerce, Presidency university, Bangalore, Karnataka, India. in collaboration with Association of mutual funds in India on 09th May 2023.

5. Participated in a webinar on “Financial empowerment and Career opportunities in financial and securities market” organized by Pemiya Rishikesh institute of Technology Jharkhand in with collaboration association of mutual fund of India, on 11th May, 2023.

6. Participated in a webinar on “Managing personal finance and wealth creation” organized by STREE Welfare Foundation, Lucknow, UP in collaboration with Association of mutual funds in India on 07th July 2023.
7. Participated in a national webinar on “Financial empowerment and Career opportunities in financial and securities market” organized by School of Commerce, Government Degree College Billawar in collaboration with Association of mutual funds in India on 08th June 2023.
8. Participated in a National Webinar on “Financial empowerment through wealth creation” organized by Government College for women Nawakadal, Srinagar in collaboration with Association of mutual funds in India on 27th June 2023.
9. Participated a webinar on “Managing personal finance and wealth creation” organized by St. Xaviour College, Palayamkottai in collaboration with Association of mutual funds in India on 17th July 2023.
10. Participated in Faculty development programme on “Research ethics in higher education” jointly organized by the PG and Research Department of Commerce, Rani Anna Government College for Women, Tirunelveli & Globethics, South Asia centre, Bangalore from 18th September to 25th September 2023.
11. Participated in the Seven day Virtual National Level Faculty Development Program on “RESEARCH METHODOLOGY” organized by Department of Commerce, PPG College of Arts and Science, Coimbatore from 12th & 19th December, 2022.
12. Participated in the “Faculty Orientation Programme” organized by the Internal Quality Assurance Cell (IQAC), The American College, Madurai on 20th September 2022.
13. Participated in UGC sponsored “online Workshop on NEP 2020: Educational framework for global citizenship in higher education” organized by UGC Human Resource Development Centre, Gujarat University, Ahmedabad on 25th June 2022.

14. Participated in National level e – Quiz – “Financial Sector” organized by School of Financial Markets, National Institute of Financial Management, Government of India on 23rd June 2022.
15. Participated in Ten days “Virtual Faculty Development Programme on advanced research methodology” conducted by Department of Commerce at SRM Institute of Science and Technology, Ramapuram Campus, Chennai on 9th May 2022 – 20th May 2022.
16. Attended in National level e – Quiz – “World Cancer Awareness Day:” Competition organized by Department of Commerce with Computer Applications in association with IQAC at Sacred Heart College of Arts and Science. Dindigul on 2nd May 2022.
17. Participated in three days “Faculty Development Programme on “Investor Awareness & Education” hosted by Sraddha Academy for financial Education in partnership with the Department of Commerce, The American College, Madurai, from 28th to 30th April 2022.
18. Participated in seven days faculty development programme on “Exploring Dynamics of Classroom - NEP and NAAC perspective” organized by Internal Quality Assurance Cell at St. Pauls College, Bengaluru on 20th January 2022 to 28th January 2022.
19. Participated in National level e – Quiz – “Swachh Sagar Surakshit Sagar” Competition organized by Ministry of Earth Sciences Government of India on 9th January 2022.
20. Participated in Seven days National Level Faculty Development Programme "Quality Assurance Framework for Enriching Student Experience: organized by the IQAC and Department of Commerce with computer Applications, The Standard Fireworks Rajaratnam College for Women, Sivakasi on 27th May to 29th September 2021.

21. Participated in International Conference on – “Human Rights fundamentals: The Indian Perspective” organized by the Department of Social Work and Department of English at Kodaikanal Christian College, Kodaikanal on 24th September 2021.
22. Participated in the International Webinar on Sports Management and Sports Nutrition organized by the Departments of Physical Education, Food Science and Technology and Business Administration of Arul Anandar College on 18th & 19th February 2021.
23. Participated in webinar “Investment Opportunities and Challenges on Global Business Scenario” organized by the Department of Corporate Secretaryship in association with Internal Quality Assurance Cell, The Quaide Milleth College for Men, Medavakkam, Chennai, on 13th & 14th July 2020.
24. Attended a webinar titled "Investing in Mutual Funds Simplified" organized by the Post Graduate Department of Commerce VVM'S Shree Damodar College of Commerce & Economics, Goa on 9th July 2020.
25. Participated in the webinar on “Promoting Gender Equality – Lynchpin of Development” organized by the Women Studies Centre under the aegis of IQAC, Sri Parasakthi College for women, Courtallam, On 09th July 2020.
26. Participated in the Faculty Development Program on “Effective and Efficient online teaching and content development” organized by the MBA @ IICMR, Audyogik Tantra Shikshan Sanstha's Institute of Industrial and Computer Management and Research 8th & 9th July 2020.
27. Attended in National Level e - Quiz Fiscal Economics Theory and Practice in India, organized by the Department of Economics, sir Theagaraya college, Chennai on 3rd July 2020 to 7th July 2020.

28. Attended in National Level e - Quiz “Accounting Coach and Tax Pro” organized by the Department of Commerce with Computer Application, Mangaiyarkarasi college for arts and science for women 27th June. 2020.
29. Participated in webinar “Lead By Example ‘Impress, Inspire & Influence” organized by the Department of Computer Science Mannar Thirumalai Naicker College, on 25th June 2020.
30. Attended in International Level Online E-Quiz on “Cost and Financial Management” organized by the PG Department of Commerce with Computer Application, organized by Rajapalayam Rajus’ College, Rajapalayam on 22nd June 2020.
31. Participated in the International Two Days Online Faculty Development Programme organized by the Department of Business Administration and Association with IQAC, at Rajapalayam Rajus’ College, Rajapalayam held on 13th June 2020 and 14th June 2020.
32. Attended a webinar titled “Online Education A Boon Or Bane - The Pros And Cons”, organized by the Department of Business Administration, The American College, Madurai dated 11th June 2020.
33. Participated in webinar “Challenges for College Teachers in the new Educational Scenario” organized by the Mary Matha for Arts & Science College, Theni on 6th June 2020.
34. Attended International Webinar on Economic Impact of Global Pandemic - Covid 19 organized by the Post Graduate Department of Commerce, Thiagarajar College, Madurai on 5th June 2020.
35. Attended in National Level e - Quiz 2K20 on Commerce Department of Commerce with Computer Application, organized by the Mannar Thirumalai Naicker College Madurai on June 2K20.

36. Participated in Seven days National Level Faculty Development Programme "Pedagogical Methods suitable for a pandemic situation: organized by the Department of Economics, Nallamuthu Gounder Mahalingum College, Pollachi and Erode Arts & Science College, Erode on 27th May to 2nd June 2020.

37. Attended in webinar "Bio Diversity" organized by ECO Club, Mannar Thirumalai Naicker College, Madurai on 22th May.2020.

38. Attended a National Level Quiz - General Economics and Commercial Knowledge organized by the Department of Commerce, Sri Vidhya Arts and Science College, Viruthunagar, on 6th May 2020.

RESOURCE PERSON

Acted as a resource person in higher education guidance for commerce students at V.H.N. Hr. Sec. School on 01st February 2023.

QUESTION SCRUTINY BOARD:

- ❖ Appointed as Question Setter and Member of Commerce Questions Scrutiny Board at Thiruvalluvar University, Vellore.
- ❖ Appointed as Paper Evaluator in Commerce Board at Madurai Kamaraj University, Madurai.
- ❖ Appointed as Question Setter in Master of Business Administration at St. Joseph's College of Engineering, Chennai.
- ❖ Appointed as Question Setter and Evaluator in Commerce at Sourashtra college, Madurai.
- ❖ Appointed as Question Setter and Evaluator in Commerce at Hajee Karutha Rowther Howdia College, Uthamapalayam.

- ❖ Appointed as Paper Evaluator in Commerce at Nadar Mahajana Sangam S. Vellaichamy Nadar College Madurai.

BOOKS PUBLISHED

Partnership Accounting, First edition: - February, 2024. ISBN: 978-93-340-0864-7.

PROJECT GUIDANCE:

- ❖ Guided more than 25 administration students for the completion of project.
- ❖ Guided PG Students of Commerce Department during the year 2022 -23.

DUTIES AND INCHARGES:

- ❖ Acted as an executive committee member in the international conference ICCM 24” organized by the School of Commerce, The American College, Madurai. On 5 and 6 January 2024.
- ❖ Acted as a committee member of COMMAS 2023, Intercollegiate meet organized by Department of Commerce, The American college, Madurai on March 18, 2023.
- ❖ During the year 2019 acted as a HOD in Department of Commerce with Computer Applications at Mannar Thirumalai Naicker College, Madurai.
- ❖ Organized Intercollegiate meet of Commerce CA Department, at Mannar Thirumalai Naicker College, Madurai. 5th February 2020.
- ❖ During the year 2015 acted as a HOD in Department of Commerce and Business Administration at NPR Arts & Science College, Natham.

- ❖ An organized MoU Sign up with NPR Arts & Science College with MADISSIA on 17th January 2018 in Entrepreneur Cell.
- ❖ An organized International Conference in Emerging Trends and Challenges in Commerce at NPR Arts & Science College, Natham on 31st January 2019.
- ❖ Acted as a MENTOR for more than 20 students per semester.
- ❖ Acted as a NSS Additional Program officer.
- ❖ Acted as Coordinator of Entrepreneur Cell.
- ❖ Event organizer (Guest Lecturer, Seminar, Industrial Visit, Expo)

CO-CURRICULAR ACTIVITIES:

- ❖ Received Best NSS Award from Directorate of school Education Tamilnadu, Chennai for Special NSS camp organized by **V.H.N Hr Sec School** on “**YOUTH FOR CLEANLINESS**” at **Sundharajan Patti, Madurai** held from 27.11.03 to 06.12.03.

HONOURS AND AWARDS

- ☆ Received Certificate in the “Career Guidance Mela’12” organized by the **Placement and Career Guidance Cell** at **NPR Arts & Science College, Natham** from 10.09.2012 to 12.09.2012.
- ☆ Received ‘**Honour of Excellence**’ rewards for producing 100% Result in the Madurai Kamaraj University Semester Examinations at **NPR Arts & Science College, Natham.**

PERSONAL STRENGTH:

- Ability to work under pressure.
- Commitment and Involvement
- Assertive at work.
- Very steep learning curve.
- Adapt to new technology in a very short period of time.