

Name and Qualification

Name : Dr. P.KARTHIKESAN
Designation : Associate Professor
Department : Commerce
Subject Interest : Marketing, Banking, Finance.
Specialization : Marketing, Banking, Finance, HRM
For more Information :

DETAILS OF PROFESSIONAL AND RESEARCH EXPERIENCE (SPECIFYING PERIOD)

Assistant Professor

Institute : Poompuhar College (Autonomous), Melaiyur
Period : 06-01-2009 to Till date
Teaching Areas : Marketing, Finance, Research Methodology,
Accounting, Management.

ACADEMIC PROFILE

Ph.D.,

University : Bharathidasan University
Date and Place : December 2017, POOMPUHAR COLLEGE, MELAIYUR,
Research Supervisor : Dr. G. Rajendran
Title of Thesis : A STUDY ON THE MARKETING OF AGRICULTURAL
SEEDS WITH SPECIAL REFERENCE TO QUALITY
MANANEMENT IN NAGAPATTINAM DISTRICT

M.Phil.,

University : Bharathidasan University
Year : 2007
Marks : 69.6%
Supervisor : Dr. William Rabortson
Title of Dissertation : A COMPARATIVE STUDY ON LOAN IN THE SELECTED
TWO PRIMARY CO-OPRATIVE AGRICULTURAL AND
RURAL DEVELOPMENT BANKs

PG

University : Annamalai University
Course : M.Com
Main Subject : Commerce,
Year 2012
Marks : 55%

PG

University : Bharathiasan University
College : TBML College, Porayar
Course : MA
Main Subject : Cooperative Management
Year 2005
Marks : 64.93%

UG

University : Bharathiasan University
College : TBML College, Porayar
Course : BA
Main Subject : Commerce
Year 2003
Marks : 57.77%

H.Sc.,

Board : Higher Secondary Board, Tamilnadu
Main Subject : Commerce & Accountancy
Year 2000
Marks : 58.12%

S.S.L.C

Board : Secondary Board, Tamilnadu
Year 1997
Marks : 43%

RESEARCH PROJECTS

Completed

Funding Agency :
File Number :
Year :
Amount Received :
Title :

Ongoing

Funding Agency :
File Number :
Amount Received :
Title :

Accepted

Funding Agency :
File Number :
Year :
Amount Received :
Title :

WORKSHOPS /SEMINAR / CONFERENCE ORGANIZED

1. Topic : Personality Development For Graduates
Date : 19th September 2018
Duration : A One Day International Conference
Funding Agency : ---
Amount Received : ---
Place : Poompuhar College (Autonomous), Melaiyur.

RESEARCH GUIDANCE

M.Phil.,

Number of M.Phil., Scholars :
Degree Awarded :

Ph.D.,

Number of PhD Scholars :
Degree Awarded :
Thesis Submitted :
Synopsis Submitted :

AWARDS AND DISTINCTION

PUBLICATIONS - ARTICLES PUBLISHED IN JOURNALS

S.no	Title
1.	Agricultural marketing in India- an overview(2014) <i>Asia pacific Journal of Research, Vol.1. issue XVII, September 2014, ISSN 2320-95503, PP-159-164.</i>
2	A Study on the Marketing of Agricultural Paddy Seed With Special reference to Quality Management, <i>Issues in Indian Economy: National & Global Perspectives (2015)</i> ISBN;978-93-83- 241—83-5.PP. 287-291..
3.	Marketing of Agricultural Paddy Seeds With Special reference to Quality Management in Nagapattinam District. <i>International journal of World Research Vol.1. issues XVI, April 2015,.PP. 95-106..</i>
4.	A Study on the Marketing of Agricultural Paddy Seed With Special reference to Quality Management Nagapattinam District. <i>Asia pacific Journal of Research, Vol.1. issue XXXI, September 2014, ISSN 2320-95503, PP-159-164.</i>
5.	An Analysis of Emerging Trends in Indian Capital Market. <i>Archers and Elevators publishing house 2014 ISBN 978-93-83241-33-9</i>
6.	Marketing of Agricultural infrastructure and marketing reforms. Journal of exclusive management science. <i>Archers and Elevators publishing house 2015 ISSN:2320-866X .PP-295-298.</i>
7	Formers perception to wards applyinig natural manure in Nagapattinam district- a case study. <i>IJRAR- International Journal of Research Analytical Reviews ISSN2349-5138, pp 949y-952y.JULY-SEPT2018.</i>
8	Mahatma Gandhi National rural Employment Guarantee scheme and rural livelihood: a case study in Uthirangudi village panchayat, Nagapattinam district. IMPACT: <i>International journal of research in Humanities Arts and Literature, Vol. 6 issues 10, Oct 2018: ISSN(E) :2321-8878.pp1-5</i>
9	Recent trend in banking and finance- An Empirical analysis.. IMPACT: <i>International journal of research in Humanities Arts and Literature, Vol. 6 issues 10, Oct 2018: ISSN(E) :2321-8878.pp18-23</i>
10	Perception of Rural Women about their economic empowerment through micro finance institutions , Mayiladuthurai District, Tamil Nadu, <i>Sambothi , L.D Institute of Indlogy, ISSN 2249-6661 PP.82-86.</i>
11	Contribution of SHG's on economic improvement of rural women in Nagapattinam. <i>Kala the Journal of Indian Art History Congress, ISSN 0975- 7945.pp108-111.</i>

RESEARCH PAPERS ACCEPTED FOR PUBLICATION AND UNDER REVIEW

POSTERS AND PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL LEVEL

S.no	Title of the paper	Date
1	Participated in the three days “Orientation Course” State level Seminar on “Value Education ” organized by Manavalakali Yoga, Aliyar.	116,17&18-03-2009
2	Presented the paper on “Human Development in India” in the “Human Development in Indian Scenario” organized by Poompuhar College.	29-03-2010
3	Participated in The Annual Wildlife Census at Point Calimare wildlife sanctuary at Tamilnadu Forest Department ,Wildlife Division, Nagapattinam.	26&27-02-2011
4	Participated in workshop on ”question paper setting”organised by the Internal Quality Assurance Cell at Sri Paraasakthi College for women, Courtallam.	28-02-2011
5	Presented the paper on “Commodity market” in the “Emerging Investment Opportunities in Stock and Commodity Market” organized by Poompuhar College(Autonomous) Melaiyur.	11-03-2011
6	Participated in the “Orientation Programme” on “UGC-Sponsored Orientation Programme ” organized by Bharathidasan University Tirichirappalli.	11-11-2011 to 08-12-2011
7	Participated in State Level Seminar on “Research Methodology” organized by PG& Research Department Of Commerce and Department and Department Of Business Administration Srimad Andavan Arts & Science College Truchirappalli.	4&5-10-2012
8	Participated in the “Refresher course in Commerce and Management Studies” on “UGC-Sponsored Refresher course in Commerce and Management Studies ” organized by Bharathidasan University Tirichirappalli.	03-07-2013 to 23-07-2013
9	Presented the paper on “Indian Capital market: Emerging Trends and Development” in the “A Calibration of Indian Financial System-Shocks and Existing Insulation” organized by PG& Research Department Of Commerce and Department Poompuhar College (Autonomous) Melaiyur.	26&27-07-2013
10	Participated in Orientation Programme on ”UGC Sponsored Orientation Programme for College Teacher” organised by Poompuhar College (Autonomous) Melaiyur.	29,30&31-08-2013
11	Participated in the “one day workshop on English for Proficiency” in “UGC Sponsored workshop on Communication Skills ” organised by Department Of English, Poompuhar College (Autonomous) Melaiyur.	15-12-2014
12	Presented the paper on “a study on the marketing of	18&19-12-2014

	agricultural seeds with special reference to quality management” in the “Issues In Indian Economy: National and Global Perspectives ” organized by PG& Research Department Of Economies, Poompuhar College (Autonomous) Melaiyur.	
13	Presented the paper on “a study on the marketing of agricultural seeds with special reference to quality management” in the “ Retail Marketing –Opportunities and Challenges” organized by PG& Research Department Of Commerce, Poompuhar College (Autonomous) Melaiyur.	22-12-2014
14	Participated in the “Free Software Training to UG and PG Students Through Distance Learning Program by Spoken Tutorial (ICT) based Software Training Course” organized by Bharathidasan University, Tiruchirappalli.	30-01-2015
15	Participated in Orientation Programme on ”UGC Sponsored Orientation Programme for College Teachers” organised by Poompuhar College (Autonomous) Melaiyur.	10,12&13-03-2015
16	Presented the paper on “ Agriculture Marketing Infrastructure” International Conference in the “ Capital Outstanding Prospects and Challenges” organized by Department Of Commerce and Business Administration, Rajagiri Dawood Batcha College of Arts and Science, Papanasam.	26-03-2015
17	Presented the paper on “a study on the marketing of agricultural seeds ” in the “ International conference on Innovation in Commerce and Management” organized by PG& Research Department Of Commerce, AVC College (Autonomous), Mannampandal, Mayiladuthurai.	10&11-08-2015
18	Presented the paper on “Agricultural seeds Production Co-operative Sector” in the “ International Conference in an Unfair World Co-operative Ensure Equality” organized by Department Of Co-operation, T.B.M.L College , Poraiyar.	21-09-2015
19	Participated in the State level Seminar on “Emerging Trends in Banking” organized by PG& Research Department Of Commerce, AVC College (Autonomous), Mannampandal, Mayiladuthurai.	17-02-2016
20	Participated in International Conference on “Bridging Urban Rural Divide-Techo Management Perspective” organised by the School Of Management, Center for Development Studies, Sastra University, Vallam.	26&27-02-2016
21	Presented the paper on “A study on the marketing of agricultural seeds ” in the “ International conference on Issues and Challenges in global Advancement of Business” organized by Department Of Business Administration R.V.S College of Arts and Science, Karaikal.	09-03-2016
22	Presented the paper on “ The Financial Performance of Fertiliser Trade” in the “ Inter workshop DEEN BUCOM FEST-16” organized by Department Of Commerce and Business Administration, Deen College of Arts and Science, Nidur,	17-03-2016

	Mailaduthurai.	
23	Presented the paper International Conference on “consumer perception global apparel industry” in the “ strategic shift in business excellence for sustainable development into global business and technology”organised by the Sri Ganesh School Of Management, Salem.	10-02-2017
24	Presented the paper International Conference on “Farmers perception towards natural manure” in the “ strategic shift in business excellence for sustainable development into global business and technology”organised by the Sri Ganesh School Of Management, Salem.	10-02-2017
25	Participated in International Conference on “Implication of Demonetisation : Indian Perspective” organised by the Department of Commerce and Management Studies, Sastra University, Kumbakonam.	25-02-2017
26	Presented the paper National Conference on “Farmers perception towards natural manure” in the “ Recent Trends in Services Marketing”organised by the Department of Commerce and Management Studies, Mass College of Arts and Science Kumbakonam.	27-02-2017
27	Participated the State level Students Seminar “Emerging Trends in Accounting Standards and Taxation in India” Organised by Department of Commerce, Annamalai University, Chidamparam.	31-08-2018
28	Presented the paper International Conference on “Contemporary Issues in Business- A Global Perspective” in the “ Roll of Commercial Banks on Development In India” organised by the Department of Commerce and Management Studies, Swami Dayananda College of Arts and Science College. Manjakkudi.	12-09-2018
29	Presented the paper National Conference on “ Advancement in business in the digital era” in the “ Impact of green marketing in paddy cultivation” organised by the Post Graduate Department of Commerce (self finance) Jamal Mohamed College, Tiruchirappalli- 620 020.	20-09-2018
30	Participated in the AIFUCTO XXXI Academic conference on the theme “Towards Scientific and Equitable Education For all” and Seminar on “Education in India at crossroads; A critical Review” at Kanyakumari, Tamilnadu.	23,24and 25-11-2018

BOOKS PUBLISHED

GOOGLE SCHOLAR FROM 2007-2015)

MEMBERSHIP IN BODIES ON EDUCATION AND NATIONAL DEVELOPMENT

POSITION HELD / LEADERSHIP ROLE PLAYED

1. Acted as organisation committee member in National and state level seminars.
2. Served as Member of board studies in department of commerce, Poompuhar College.
3. Served as member in Fine Arts Association, Department of Commerce, Poompuhar College.
4. Served as member in Fine Arts Association, Department of Commerce, Poompuhar College.
5. Served as member in Magazine Committee, Department of Commerce, Poompuhar College.
6. Served as member in Book Purchase, Department of Commerce, Poompuhar College.
7. Served as member in Books Editorial Board, Department of Commerce, Poompuhar College.
8. Served as Blood Donation Camp Officer, Poompuhar College (10-12-2018).
9. Served as NSS Camp Officer in Poompuhar College Unit from 23-10-2010 to 29-10-2010.
10. Served as NSS Programme Officer in Poompuhar College Unit from 18-03-2019 to 24-03-2019.
11. Organised UG and PG Educational Tour, Department of Commerce from 2013 to 2016.
12. Served as Additional Camp Officer for UG & PG Central valuation, Poompuhar College from 24-06-2010 to 26-06-2010.
13. Admission committee for UG and PG.
14. Served Co-opreative store verification committee member.
15. Assigned as students in charge Educational Industrial visit (2017-2018)
16. Assigned as a staff in charge to attend the students activities program UG.
17. Served as NSS Programme Officer (2018 -2020)
18. Member of the IQAC in our College.
19. Served Planning and Evaluation committee Member 2018-19.
20. Acted member of doctoral Committee for Mrs Vijaya, TBML College
21. Acted member of doctoral Committee for Mr. S. Thangavelu Poompuhar College.

TRAINING PROGRAMME

Orientation Course (UGC Sponsored)

Place : Bharathidasan University, Thiruchirappalli.

Duration : 11-11-2011 to 08-12-2011

Refresher Course in Commerce (UGC Sponsored)

Place : Bharathidasan University, Thiruchirappalli

Duration : 03-07-2013 to 23-07 2013.

Refresher Course in (UGC Sponsored)

Place : Bharthiyar university, Coimbatore.

Duration : 17-05-2018 to 06-06-2018.

Refresher Course in Commerce (UGC Sponsored)

Place : Bharathidasan University, Thiruchirappalli

Duration : 20-09-2019 to 03-10 2019.

Refresher Course in Commerce (UGC Sponsored)

Place : TLC, Ramanujan College University, Delhi

Duration : 20-09-2021 to 05-10-2021.

TEACHING EXPERIENCE FROM 1993 TO TILL DATE

Total Teaching Experience : 10 years
7 months Under Graduate : 10 years
7 month
Post Graduate : 10 years 7 months

PERSONAL DETAILS

Name : Dr.P. Karthikesan
Gender : Male
Date of Birth : 12-12-1982
Age 41
Place of Birth : Akkur
Marital Status : Married
Residential Address : 1/86,
North Street,
Umaiylapuram,
Akkur Post,
Tranquebar Talu,
Nagapattinam Dist
- 609 301,Tamilnadu.
Official Address : Associate Professor,
PG& Research Department of
Commerce,Poompuhar College
(Autonomous), Melaiyur.
Email : karthikesan.p1982@gmail.com