

STAFF PROFILE



1. Basic Information

Name :	Dr B. RAJENDRAN
Designation :	Associate Professor
Department :	Commerce
Institution :	Thiruvalluvar Govt. Arts College, Rasipuram 637 401, Namakkal District
Date of Birth :	29.06.1971
Contact No. :	99949 37265
Email ID :	braj291971@gmail.com
Address :	6/166, Kalangani Road, Pudanchanthai, Sellapampatti (P.O) Namakkal(D.T) Pin Code – 637 019

2. Educational Details

UG : (Degree, Subject, Institution, Year)	B.Com, Commerce, University of Madras, Madras, 1993.
PG : (Degree, Subject, Institution, Year)	M.Com, Commerce, Bharathidasan University, Tiruchirappalli, 1995
M.Phil : (Subject, Institution, Year)	Commerce, MS University, 2003
Ph.D. : (Subject/Title, Institution, Year)	Commerce / A Study on Impact of Poultry Farming for the Upliftment of Poultry Owners in Namakkal District, Periyar University, Salem, 2010
Other Certifications / Courses : (e.g., MOOCs, Diplomas)	B.Ed., Annamalai University, 1996

3. Teaching Experience

Total Teaching Experience:	UG & PG: 23 Years, 7 Months, (B.com, M.com and M.phil)
UG Level : (Years, Institutions with Duration)	8 Years, 6 Months, Selvam Arts and Science College, Namakkal. 2002 to 2009 1 Year 6 Month King college of arts and science for Women, Namakkal 2009 to 2011 1 Year 5 Month Arinar Anna Govt Arts College, Musiri 1.02.2011 – 31.08. 2012 15 Years Thiruvalluvar Govt. Arts College, Rasipuram 2012 to till date
PG Level : (Years, Institutions with Duration)	8 Years, 6 Months, Selvam Arts and Science College, Namakkal. 2002 to 2009 1 Year 6 Month King college of arts and science for Women, Namakkal 2009 to 2011 1 Year 5 Month Arinar Anna Govt Arts College, Musiri 1.02.2011 – 31.08. 2012 15 Years Thiruvalluvar Govt. Arts College, Rasipuram 2012 to till date

Detailed Affiliation-wise Experience

Institution Name	Designation	Period	Course
Selvam Arts and Science College, Namakkal.	Assistant Professor	8 years, 6 months	UG Financial Accounting, Business Statistics, Auditing, Business Environment, Business Management, Principles of Marketing PG Marketing Management, Business Research Methodology, Advance Business Statistics, Human Resource Management/ Human Resource Analytics, Service Marketing
King college of arts and science for Women, Namakkal	Assistant Professor	1 year, 6 months	
Arinar Anna Govt Arts College, Musiri	Assistant Professor	1 year, 5 months	
Thiruvalluvar Govt. Arts College, Rasipuram	Associate Professor	15 years to Till Date	

4. Research Experience

Total Research Experience:	15 years
Area of Specialization :	Marketing, Finance & HRM
Research Projects Completed / Ongoing :	-

5. PhD. Guide Ship

Recognition as Research Guide (University, Year) :	Bharathidasan University Trichy – 2012 Periyar University Salem – 2015
No. of Ph.D. Scholars Guided (Completed) :	17
No. of M.Phil Scholars Guided (Completed) :	25
Ongoing Scholars :	6

6. Publications.

Research Articles Published	
National Journals :	36
International Journals :	60
Books Published / Authored :	2

7. Research Metrics

Citations :	60
h-index :	1
i10-index :	1
Google Scholar Link:	https://scholar.google.com/citations?hl=en&user=SW5fZqaopSoC

8. Conferences / Seminars / Workshops

Conferences Attended (National / International) :	60
Seminars Attended :	70
FDPs / Refresher Courses Attended :	4
Workshops Attended :	24
Papers Presented :	60
Conferences Organized (National / International) :	-
Seminars Organized :	-
Workshops Organized:	-

9. Invited Talks

Number of Talks Delivered :	-
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Key Institutions / Programs :	-
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10. Extension and Co-Curricular Activities

NSS / NCC / YRC Involvement :	NSS
Clubs (Eco Club, Literary Club, etc.) :	-
Community Outreach / Social Service :	-
Industrial Visit :	Yes - Kerala, Tamil Nadu

11. Administrative Positions / Other Responsibilities

Head of the Department :	-
IQAC / NAAC / UGC Coordinator :	-
Examination Committee / Admission Committee :	Both
Other Administrative Roles :	Research Co-ordinator

12. Awards & Recognitions

Awards Received :	-
Fellowships :	-
Grants / Scholarships :	-
Any Other Distinction :	-

13. Additional Details

Membership in Professional Bodies (e.g., ISTE, IEEE, ISCA, etc.) :	-
Reviewer / Editorial Board Member :	-
Patents Filed / Granted :	-
Online Courses Designed / E-Content Developed :	UG and PG Periyar University – Prepared ODL Study Material for the subjects (Management Accounting and Research Methodology)
Any Other Contributions :	-

