

CURRICULUM VITAE



Name : Dr. C. SUBRAMANIAN
Designation : Assistant Professor
Qualification : M.Com., M.Phil., NET., M.Ed., SET., M.B.A., Ph.D.,
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Teaching Experience : 14 Years

S.No	Name of the Institution	Period of Service
1.	Arputha College of Arts and Science, Vamban, Pudukkottai	24.07.2006 to 30.04.2007
2.	Mahatma Arts and Science College, Ariyur, Pudukkottai	01.05.2007 to 05.06.2014
3.	Sudharsan College of Arts and Science, Perumanadu, Pudukkottai	06.06.2014 to 30.04.2018
4.	J.J. College of Arts and Science (Autonomous), Sivapuram, Pudukkottai	01.06.2018 to Till Date

Publications

Research papers : 16
Citations / h – index / i 10 - index : 21 / 03 / Nil
Cumulative Impact Factor : 41.132
Book (s) Published : 01
Book Chapter : Nil

- Aparna, G, **Subramanian, C**, 2016. Research and Methodologies of Rural Development and Employees Job Satisfaction. *International Journal of Research in Commerce, Economics and Management*. **Vol - 6(1)**, pp: 65 – 67.
- Eswari, C, **Subramanian, C**, 2016. A Study on Women Consumer Behaviour towards Durable Goods with special reference to Pudukkottai Town. *International Journal of Scientific Research*. **Vol - 5(3)**, pp: 4 – 6.
- Aparna, G, **Subramanian, C**, 2017. An Empirical Study on Job Satisfaction and Organisational Commitment among School Teachers in Pudukkottai District of Tamil Nadu. *International Journal of Human Resource*, **Vol - 4(2)**, pp:72 – 75. **Impact factor – 3.532.**
- **Subramanian, C**, Ganeshkumar, G, 2018, Functions of Social Factors in Moulding the Spectrum of Skills in Women Entrepreneurs. *International Journal of Management Social Sciences*, **Vol – 8(1.1)**, pp:121 – 124.

- **Subramanian, C**, Ganeshkumar, G, 2018, Customers Attitude about Electronic Banking in Pudukkottai District. *International Journal of Scientific Research and Review*, **Vol – 7(10)**, pp:146 – 149.
- Labeeba, K, **Subramanian, C**, 2018, Awareness of B.Com. Students on E-Commerce. *International Journal of Scientific Research and Review*, **Vol – 7(10)**, pp:121 – 122.
- Nagarathinam, N, **Subramanian, C**, 2018, Online Rural Consumer Behaviour towards selected Consumer in Pudukkottai District – An Empirical Study. *International Journal of Scientific Research and Review*, **Vol – 7(10)**, pp:123 – 129.
- Gireesan, E.M., **Subramanian, C**, 2018, Effect of Occupational Stress and Work life imbalance on Employee Turnover. *International Journal of Scientific Research and Review*, **Vol – 7(10)**, pp:139 – 142.
- Raheena, K.M., **Subramanian, C**, 2018, Brand Preference for Televisions in Pudukkottai Town – A Study. *International Journal of Scientific Research and Review*, **Vol – 7(10)**, pp:150 – 156.
- Gireesan, E.M., **Subramanian, C**, 2019. A Study on Work life of Balance of Nursing Staff and its effect on Family Life with special reference to Private Hospitals in Manappuram District. *The International Journal of Analytical and Experimental Modal Analysis*. **Vol -11(9)**, pp:4065 – 4071. **Impact factor – 6.3.**
- Labeeba, K, **Subramanian, C**, 2019. Legacy of Kottakkal in Ayurvedic Health Tourism, *The International Journal of Analytical and Experimental Modal Analysis*. **Vol -11(9)**, pp:4125 – 4129. **Impact factor – 6.3.**
- Nagarathinam, N, **Subramanian, C**, 2019. A Study on Consumer Preference Amway Personal Care Products in Pudukkottai Town. *The International Journal of Analytical and Experimental Modal Analysis*. **Vol -11(9)**, pp:4360 – 4367. **Impact factor – 6.3.**
- Aparna, G, **Subramanian, C**, 2019. Relationship between Job Satisfaction and Absenteeism – A Case Study. *The International Journal of Analytical and Experimental Modal Analysis*. **Vol -11(9)**, pp:4303 – 4307. **Impact factor – 6.3.**
- Aparna, G, **Subramanian, C**, 2019. A Study on Job Stress among Teachers after implementation of CCE in relation to Schools and Board of Education in Pudukkottai District. *Journal of Scientific Computing*. **Vol -8(12)**, pp:196–200. **Impact factor – 6.1.**
- Sajisha, E.S., **Subramanian, C**, 2019. A Study on the Career related issues faced by Women Police Constables in Kozhikode District. *Contemporary Issues of Business in Emerging Market Economics*. pp: 162 – 166.
- Labeeba, K, **Subramanian, C**, 2020. Compelling factors of Kottakkal Hub in Ayurveda. *Parishodh Journal*, **Vol -11(1)**, pp:129 – 133. **Impact factor – 6.3.**

Paper Presentation in Conference/Seminar/Workshop

S.No.	Presented/ Participated	Date & Place	Topic
1	Presented	15 th & 16 th March 2007 National College, Tiruchirappalli –1	Emerging HRD Practices in Performance appraisal of information technology era
2	Presented	10 th & 11 th January 2009 Department of Commerce and Financial studies Bharathidasan University, Tiruchirappalli – 24.	Factors Influencing the Capital Market

3	Presented	23 rd October 2010 Sri Venkateshwara College of Arts & Science, Peravurani – 614 804.	Globalization and Economic development
4	Presented	18 th December 2010 Aadhavan College of Arts & Science, Aalathur, Manapparai – 7.	Human Resource Management in Tourism Development
5	Presented	8 th & 9 th January 2011 Department of Commerce and Financial studies Bharathidasan University, Tiruchirappalli – 24.	Growth and dimensions of new issue market
6	Presented	9 th September 2011 Naina Mohamed College of Arts and Science, Rajendrapuram, Aranthangi – 24.	Challenges and Opportunities for Service Marketing
7	Presented	24 th September 2011 Sri Venkateshwara College of Arts & Science, Peravurani – 614 804.	Research Method and Marketing Analysis
8	Presented	25 th January 2013 Govt. College of Education, Pudukkottai -	Psycho-Pedagogy of mental health among rural high school students
9	Presented	25 th and 26 th Feb 2013 Rajah Serfoji Govt. College (Autonomous), Thanjavur.	Modern Trends and Future Directions of Human resource practices
10	Presented	22 nd February, 2014 Bharath Institute of Management, Thanjavur.	New Dimensions in Commerce and Industry in the globalized Era
11	Presented	30 th & 31 st August, 2018 J.J. College of Arts and Science (Autonomous), Pudukkottai.	Customer's Attitude about Electronic Banking in Pudukkottai District
12	Presented	20 th September, 2018 Jamal Mohamed College (Autonomous), Tiruchirappalli.	Functions of Social Factors in Moulding the Spectrum of Skills in Women Entrepreneurs

Research Guidance

1	Ph.D.	Guiding : 08	Completed : 0
2	M.Phil.	Guiding : 01	Completed : 21