

Dr. N. Krishnamoorthy

Head of Department, Associate Professor,
Department of Commerce,
G.T.N Arts College,
Dindigul
Tamil Nadu, India

Date of birth : 15th July 1959
Residence : A-120, M.V.M Nagar, Karur Road,
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Additional Key Positions

1. Vice-Principal, GIN Arts College, (2012-2015).
2. Chairman, Board of Studies(UG), MK University, Madurai.
3. Member, Board of Studies(UG),ANJA College, Sivakasi .
4. Member, Question paper setter Board, MS University, Tirunelveli.
5. Member, Question paper setter Board, Bharathiyar University, Coimbatore.
6. Member, Question paper setter Board, Karunya University, Coimbatore.
7. Acted as a chairman for a one day National level seminar on Emerging Trends in Indian Banking sector.
8. Served as a Director in youth welfare club, G.T.N Arts College, Dindigul.
9. Served as a Director, Consumer's Club, G.T.N Arts college, Dindigul

Recent Achievements / Nominations

Subject expert, Selection committee for the appointment of Assistant professors in

- a. E.M.G. Yadava Women's College, New Natham Road, Thiruppalai, Madurai, Tamil Nadu, India, 625014
- b. Saraswathi Narayanan College, Perungudi, Madurai, Tamil Nadu, INDIA, 625 022

Educational Background

| Degree | Year | Class | University |
|---------|------|-------|--------------------------------|
| Ph.D. | 2004 | | M.K. University, Madurai. |
| M.Phil. | 1993 | First | M.K. University, Madurai. |
| MBA | 2013 | First | IGNOU, New Delhi. |
| M.Com | 1981 | First | M.K. University, Madurai. |
| M.Ed. | 1988 | First | M.K. University, Madurai. |
| PGDCA | 2005 | First | Alagappa University, Karaikudi |

Professional Background

Teaching Experience : **32 Years** in GTN Arts College

Subjects Handled : Management, Marketing, Advertising, Sales
Management, Business organization, Financial
Accounting & Management, Investment
Management, International Marketing, Cost Accounting

Classes/Courses Taught : M. Phil. Commerce
M.Com
B.Com

Academic Activities and Achievements

- I. Participated in the orientation program of Academic Staff College, held at Bharathiyar University, Coimbatore from 21.10.1991 to 19.11.1991.
- II. Participated in the refresher course in commerce, for college/University teachers on the theme business information system and computer application in business conducted by Academic Staff college of MK University, Madurai from 05.03.1997 to 25.03.1997
- III. Participated in UGC sponsored third refresher course in applied research in social and applied sciences organized by Department of Applied Research Gandhigram Rural Institute (GRI), Deemed University, Gandhigram during 05.05.1999 to 15.05.1999
- IV. Participated in UGC sponsored fourth refresher course in commerce for College/University teachers on the theme functional management conducted by the Academic staff college, MK University, Madurai during 19.01.1999 to 10.02.1999

Seminars/Conferences Attended

- i. Attended a seminar on Computer aided instruction, organized by G.T.N Arts College, Dindigul on 03.09.1993
- ii. Attended a course on the application of computer in commerce conducted by department of continuing education, GTN Arts College, Dindigul on 21.09.1991.
- iii. Participated a course on vocational guidance and self employment & Librarian conducted by GTN Arts College, Dindigul on 28.03.1993.
- iv. Attended a seminar on tax procedure and practice organized by department of commerce, Vivekanantha College, Madurai on March 28.09.1997
- v. Participated and presented a paper on development of women entrepreneurship and training – one day regional symposium on entrepreneurship development in the liberalized ERA – Unleashing opportunities with a focus on regional scenario, conducted by directorate of distance education MK University, Madurai on 18th March 2002.
- vi. Attended one day seminar on impact of globalization on key sectors conducted by PG and research department of commerce, GTN Arts College, Dindigul on 28.03.2005.
- vii. Attended a workshop on Human Resources Management – Emerging issues and strategies, held at GVG Vishalakshi College for women, Udumalpet on 26.09.2003
- viii. Attended an Inter-Collegiate seminar on E-Application in business, organized by PG Commerce Association of Lady Doak College, Madurai on 28.01.2006
- ix. Participated and presented a paper entitled impact on Globalization on Insurance sector, sponsored by UGC and organized by department of Commerce, MTN College, Madurai

Membership of Academic Associations/Board of Studies/Research Committees

- Member, Research Committee in Commerce, G.T.N Arts College, Dindigul (2009-till date)
- Chairman, Board of Studies(UG), MK University, Madurai
- Member, Board of Studies(UG), ANJA College, Sivakasi
- Member, Question paper setter Board, MS University, Tirunelveli.
- Member, Question paper setter Board, Bharathiyar University, Coimbatore.
- Member, Question paper setter Board, Karunya University, Coimbatore

Research Guidance:

1. Under my supervision,
 - a. One scholar has been awarded **Ph.D.** degree
 - b. Five Scholars are pursuing their **Ph.D.**
 - c. Seventeen graduates have been awarded **M.Phil.** Degree

Topics (Ph.D.)

- i. Primary market in India
 - ii. Tourism Management in Tamil Nadu
 - iii. Investor's Attitude towards postal small savings scheme in Tamil Nadu
 - iv. Government schemes implemented for economic development of SC/ST in Dindigul District
 - v. Production and Marketing of Maize in Tamil Nadu
 - vi. Problems and Prospects of Tourists in Tamil Nadu
2. Guided M.Com. Dissertations and M.Phil. (Commerce) Dissertations in Distance mode education, MK University, Madurai over twenty candidates
3. Key areas of research guidance
 - a. Marketing
 - b. Advertising
 - c. Human Resource Management
 - d. Banking Management
 - e. Consumerism

Publications:

Research Papers/Articles

1. International

- Indian Journal of Industrial Relations in Vol.40, No 4, April, 2005,
- Textile Magazines, December, 2004
- Industrial Herald, December, 2005

2. Indian

A journal on Labor Studies, MK University, Madurai, 1999

Date: 29-Apr-2015

(N. Krishnamoorthy)