

## **PROFILE**



---

### **PERSONAL DETAILS:**

NAME : **G.CHINNA DURAI M.Com., M.Phil., SET.,NET.,**  
Assistant Professor,  
Department of Corporate Secretaryship,  
Sourashtra College,  
Madurai – 625004.

DATE OF JOINING : 10/09/2019

DATE OF RETIREMENT : 31/01/2051

MOBILE NUMBER : +91-9952551254

E-MAIL ID : prof.gc.soucollege9919@gmail.com

---

### **PERMANENT/PRESENT ADDRESS**

ADDRESS : NO.64 ANNA LANE,  
KALIAMMAN KOVIL MAIN STREET,  
PALANGANATHEM,

CITY : MADURAI

STATE : TAMILNADU

PINCODE : 625003

---

### **AREA OF SPECIALISATIONS**

Financial Accounting

Income Tax Law &

Company law

**EDUCATIONAL QUALIFICATIONS:**

| <b>S. No.</b> | <b>Name of the Educational Qualification</b> | <b>Name of the Institution</b>      | <b>Month &amp; Year of Passing</b> | <b>Percentage</b> | <b>Grade</b> |
|---------------|--|-------------------------------------|------------------------------------|-------------------|--------------|
| 1.            | SSLC   | Thiagarajar Higher Secondary School | March 2006                         | 55.2              | <b>II</b>    |
| 2.            | HSC  | Thiagarajar Higher Secondary School | March 2008                         | 73.0              | <b>I</b>     |
| 2             | B.Com  | Mannar Thirumalai Naicker College   | April 2011                         | 63.0              | <b>I</b>     |
| 3             | M.Com  | Mannar Thirumalai Naicker College   | April 2013                         | 70.8              | <b>I</b>     |

**ADDITIONAL EDUCATIONAL QUALIFICATIONS:**

| <b>S. No.</b> | <b>Name of the Additional Educational Qualification</b> | <b>Name of the Institution</b>    | <b>Month &amp; Year of Passing</b> | <b>Percentage</b> | <b>Grade</b>   |
|---------------|---|-----------------------------------|------------------------------------|-------------------|----------------|
| 1             | M.Phil (Commerce)                                       | Mannar Thirumalai Naicker College | September 2014                     | 75.2              | <b>I</b>       |
| 2.            | Ph.D (Commerce)   | Madurai Kamaraj University        | Submitted                          | Not Applicable    | Not Applicable |

**TITLE OF DISSERTATION & THESIS:**

|               |   |
|---------------|---|
| <b>M.Phil</b> | OPINION OF WIVES ON CONSUMPTION OF LIQUOR PRODUCTS OF TASMAL BY THEIR HUSBAND IN MADURAI  |
| <b>Ph.D</b>   | A STUDY OF GRATIFICATION LEVEL OF GENERAL INSURANCE CORPORATION INDEMNITY HOLDERS IN TAMILNADU WITH PARTICULAR REFERENCE TO MOTOR INSURANCE |

**ELIGIBILITY FOR LECTURERSHIP/ASSISTANT PROFESSORSHIP:**

| <b>S. No.</b> | <b>Name of the Eligibility</b>                 | <b>Name of the Issuing Authority and Nodal Agency</b>                                  | <b>Month &amp; Year of Passing</b> |
|---------------|--|--|------------------------------------|
| 1             | National Eligibility Test (NET)                | University Grant Commission (UGC)<br>(Nodal Agency - CBSE)                             | July 2016                          |
| 2             | Tamilnadu State Level Eligibility Test (TNSET) | University Grant Commission (UGC)<br>(Nodal Agency – Mother Teresa Womens' University) | February 2016                      |

**NUMBER OF PUBLICATIONS:**

| <b>Published</b> | <b>Accepted</b> | <b>Book Chapters</b> | <b>Books</b> | <b>Conference Proceedings</b> |
|------------------|-----------------|----------------------|--------------|-------------------------------|
| 11               | -NIL-           | -NIL-                | 1            | 6                             |

**APPOINTED AS RESORCE PERSON / GUEST LECTURER:**

| S. No. | Date, Month & Year             | Title                           | Institution   | State/ National/ International |
|--------|--------------------------------|---------------------------------|---|--------------------------------|
| 1      | 22 <sup>nd</sup> February 2021 | “Types of Photography”          | Dept. of Physics, Mannar Thirumalai Naicker College, Madurai.                           | Guest Lecture                  |
| 2.     | 23 <sup>rd</sup> April 2021    | “Accounting Standards in India” | PG and Research Dept. of Commerce, Nadar Saraswathi College of Arts and Science, Theni. | Sate Level Seminar             |

**PARTICIPATED IN ORIENTATION/INDUCTION PROGRAMME:**

| S. No. | Date, Month & Year                                 | Title                          | Institution                                     |
|--------|--|--------------------------------|---|
| 1.     | 16 <sup>th</sup> April to 5 <sup>th</sup> May 2021 | One Month Orientation Programe | Ramanujan College, Delhi & University of Delhi. |

**ARTICLES PUBLISHED IN INTERNATIONAL JOURNALS:**

| S. No. | Name of the Journal   | Volume No., Issue No., Month & Year    | Title  | ISSN No. & Impact Factor |
|--------|---|--|--|--------------------------|
| 1      | Shanlax International Journal of Commerce                     | Vol.2, Special Issue.2, September 2014 | Present and Future Performance of Factoring in India                 | ISSN: 2320-4168          |
| 2      | Roots International Journal of Multidisciplinary Researches   | Vol.2, Issue No.3, February 2016       | E-Banking of Economical Prospectus in India                          | ISSN: 2349-8684          |
| 3      | Shanlax International Journal of Arts, Science and Humanities | Vol.3, Issue No.4, April 2016          | A Study on Consumer Preference Towards Britannia Biscuits in Madurai | ISSN: 2321-788X          |

|     |   |  |  |   |
|-----|---|--|--|---|
| 4.  | Shanlax International Journal of Commerce<br>(UGC Approved Journal)                         | Vol.4, Issue No.3, July 2016           | A Study on Consumer Attitude Amway Products in Virudhunagar Town               | ISSN: 2320-4168<br>– <b>Impact Factor 2.130</b> |
| 5.  | ROOTS International Journal Multidisciplinary Researches<br>(UGC Approved Journal)          | Vol.3, Special Issue.7, September 2016 | Performance of Mutual Fund Schemes in India                                    | ISSN 2349-8684<br><b>Impact Factor 0.811</b>    |
| 6.  | Shanlax International Journal of Commerce<br>(UGC Approved Journal)                         | Vol.5, Issue No.1, January 2017        | Goods and Services Tax Mechanism – At a Glance                                 | ISSN: 2320-4168<br>– <b>Impact Factor 2.50</b>  |
| 7.  | Roots International Journal Multidisciplinary Researches<br>(UGC Approved Journal No.48991) | Vol.3, Issue.4, May 2017               | Motor Insurance Thirty Party Claim Management of General Insurance Corporation | ISSN 2349-8684<br><b>Impact Factor 3.487</b>    |
| 8.  | Nehru Journal of Management and Research  | September 2017                         | Motivations and Problems Faced by Women Entrepreneur in Theni District         | ISSN 2230-7974                                  |
| 9.  | International Journal of S.R.N.M.   | February 2018                          | Quality and service of Indian banking Industry                                 | ISSN: 2395-7085                                 |
| 10. | Research Review Journal<br>(UGC Approved Journal No. 44945)                                 | Special issue October 2018             | Accounting frauds in India – A case study                                      | ISSN 2455-3085<br><b>Impact Factor 5.214</b>    |
| 11. | International Journal of Research and Analytical Review<br>(UGC Approved Journal No. 43602) | January 2019                           | Analysis the Gratification Level of GIC Motor Insurance Policy Holders         | ISSN 2348-1269<br><b>Impact Factor 5.75</b>     |

**PUBLISHED IN COLLEGE PROCEEDINGS:**

| S. No. | Name of the College   | Month & Year   | Title  | ISBN No.  |
|--------|---|----------------|--|---|
| 1      | Hajee Karutha Rowther Howdia College, Uthamapalayam                   | September 2014 | Automobile Industries in India – Development, Opportunities and Challenges                   | ISBN: 978-93-84193-15-7   |
| 2      | Vivekananda College, Thiruvadakam West, Madurai.                      | January 2015   | Customer Relationship Management in Indian Banks   | ISBN: 978-93-80657-29-5<br><b>(ICSSR Sponsored)</b>                         |
| 3      | Sourashtra College, Pasumalai, Madurai.                               | March 2016     | Impact of E-Banking in Rural India   | ISBN: 978-81-929458-4-2   |
| 4      | Dr.N.G.P. Arts and Science College, Coimbatore.                       | August 2016    | Development of Women Entrepreneur in India   | ISBN: 978-81-920808-8<br><b>(ICSSR Sponsored)</b>                           |
| 5      | Department of Corporate Secretaryship, Alagappa University, Karaikudi | August 2016    | Role of Insurance Regulatory and Development Authority On policy Holders Grievances in India | ISBN: 978-81-928690-1-8.<br><b>(Ministry of Consumer Affairs Sponsored)</b> |
| 6      | V.H.N.S.N. College, Virudhunagar.                                     | July 2017      | Problems and Challenges Faced by Urban Working Women in India                                | ISBN: 978-93-81723-72-2<br><b>(UGC Sponsored)</b>                           |

**PAPERS PRESENTED:**

| S. No. | Date, Month & Year         | Title  | Institution                            | State/ National/ International             |
|--------|----------------------------|--|--|--|
| 1      | 8 <sup>th</sup> March 2016 | Contemporary Issue on Labour Law Reform in India - An Overview | St. Joseph's College, Tiruchirappalli. | National Level<br><b>(ICSSR Sponsored)</b> |

|    |   |   |  |                             |
|----|---|---|--|-----------------------------|
| 2  | 18 <sup>th</sup><br>March<br>2016                           | Role of Government for<br>Development of Women<br>Entrepreneur in India | S. Vellaichamy Nadar<br>College, Madurai.                                    | National<br>Level           |
| 3. | 24 <sup>th</sup><br>September<br>2016                       | Trends of Motor<br>Insurance Policy in India                            | Mangayarkarasi Arts and<br>Science College,<br>Madurai                       | National<br>Conference      |
| 4. | 10 <sup>th</sup><br>August<br>2018                          | Work culture and<br>Organization  | Nehru Institute of<br>Technology,<br>Coimbatore.                             | International<br>Conference |
| 5. | 27 <sup>th</sup> &<br>28 <sup>th</sup><br>September<br>2018 | Digitalization of insurance<br>industry in India                        | Dr. N.G.P Arts and<br>Science College,<br>Coimbatore.                        | National<br>Conference      |
| 6. | 4 <sup>th</sup><br>January<br>2019                          | Attitude of Motor<br>Insurance Policy holders<br>in India               | M.T. N. College,<br>Madurai  | International<br>Conference |
| 7. | February<br>2019  | Strengths and Weaknesses<br>of Good and Service Tax<br>in India         | Department of<br>Economics, Mannar<br>Thirumalai Naicker<br>College, Madurai | National<br>Conference      |
| 8. | September<br>2019   | Digital payment system in<br>India                                      | V.H.N.S.N College,<br>Virudhunagar   | State<br>Seminar            |

**PARTICIPATED IN SEMINAR/WORKSHOP/CONFERENCE:**

| S. No. | Date, Month & Year                 | Title  | Institution                          | State/<br>National/<br>International |
|--------|------------------------------------|--|--------------------------------------|--------------------------------------|
| 1      | 16 <sup>th</sup> December<br>2009  | Inclusive Growth in India  | Mannar Thirumalai<br>Naicker College | State Level                          |
| 2      | 9 <sup>th</sup> September<br>2010  | Challenges and<br>Opportunities in Indian<br>Banking Industry      | Mannar Thirumalai<br>Naicker College | National<br>Level                    |
| 3      | 24 <sup>th</sup> September<br>2011 | Retail Marketing in India:<br>Trends and Challenges                | Mannar Thirumalai<br>Naicker College | National<br>Level (UGC<br>Sponsored) |
| 4      | 8 <sup>th</sup> September<br>2012  | Sustainable Growth and<br>Poverty Eradication-<br>Challenges Ahead | Mannar Thirumalai<br>Naicker College | State Level                          |

|     |   |  |   |   |
|-----|---|--|---|---|
| 5   | 22 <sup>nd</sup> February 2013                    | Green Business and Corporate Social Responsibility         | The Madura College  | State Level<br><b>(UGC Sponsored)</b>                 |
| 6   | 7 <sup>th</sup> & 8 <sup>th</sup> February 2014   | Workshop on Application of SPSS in Research                | Mannar Thirumalai Naicker College   | National Level  |
| 7   | 26 <sup>th</sup> September 2014                   | Customer Relationship Management in Banking Sector         | Mannar Thirumalai Naicker College   | State Level   |
| 8   | 11 <sup>th</sup> March 2016                       | Women Entrepreneurship                                     | Mannar Thirumalai Naicker College   | State Level<br><b>(UGC Autonomy Grant)</b>            |
| 9   | 22 <sup>nd</sup> February, 2017                   | Impact of Demonetization                                   | Department of Economics, M.T.N. College, Madurai.                                       | State Level<br><b>(UGC Autonomy Grant)</b>            |
| 10  | 11 <sup>th</sup> & 12 <sup>th</sup> January 2018  | Impact of Demonetization Indian economy                    | Govt. Arts College, Paramakudi.   | National Level<br><b>(ICSSR Sponsored)</b>            |
| 11  | 26 <sup>th</sup> & 27 <sup>th</sup> November 2019 | Public Finance Management System (PFMS)                    | National College, Tiruchirappalli.  | National Level Workshop                               |
| 12  | 24 <sup>th</sup> January 2020                     | A Digital Transformation – Entrepreneur & Infopreneur 2K20 | M.T.N. College, Madurai.  | National Level Seminar<br><b>(UGC Autonomy Grant)</b> |
| 13. | 27 <sup>th</sup> January 2021                     | Investors Awareness Programme                              | Panampilly Memorial Government College, Chalakudy & Sraddha Talent Management Pvt. Ltd. | National Level Webinar                                |
| 14. | 25 <sup>th</sup> March 2021                       | Life of Women – A real Challenge                           | Dept. of Business Administration, Sourashtra College, Madurai.                          | State Level Webinar                                   |



|     |                             |   |  |                             |
|-----|-----------------------------|---|--|-----------------------------|
| 15. | 29 <sup>th</sup> March 2021 | Success of Women in Pandemic                              | Dept. of Corporate Secretaryship, Sourashtra College, Madurai. | State Level Webinar         |
| 16. | 30 <sup>th</sup> April 2021 | Job Hunting in the 21 <sup>st</sup> Century – A Challenge | Dept. of Corporate Secretaryship, Sourashtra College, Madurai. | International Level Webinar |

**PARTICIPATED IN FACULTY DEVELOPMENT PROGRAMMES (FDP):**

| <b>S. No.</b> | <b>Date, Month &amp; Year</b>                    | <b>Title</b>   | <b>Institution</b>                          | <b>State/ National/ International</b>          |
|---------------|--|--|---|--|
| 1             | 12 <sup>th</sup> March 2016                      | Empowering College Teachers with Effective Teaching Skills   | OAA MAVMM School of Management, Kidaripatti | State Level                                    |
| 2.            | 21 <sup>st</sup> February 2017                   | Enriching Prospective Teaching Faculty : Creating Professor Teachers of Tomorrow   | G.Venkatasamy Naidu College, Kovilpatti     | National Level                                 |
| 3.            | 4 <sup>th</sup> March 2017                       | A One Day Faculty Development Programme  | M.T.N. College                              | State Level<br><b>(IQAC-NAAC Sponsored)</b>    |
| 4             | 23 <sup>rd</sup> & 24 <sup>th</sup> October 2017 | Online Teaching Learning and Assessment Using Moodle, MOOC Platform, Open Educational Resources & Education Technology Tools | M.T.N. College                              | State Level<br><b>(IQAC-NAAC Sponsored)</b>    |
| 5             | 2 <sup>nd</sup> & 3 <sup>rd</sup> March 2018     | E- Content Development and Digital Tools   | M.T.N. College                              | National Level<br><b>(IQAC-NAAC Sponsored)</b> |

|     |  |  |  |  |
|-----|--|--|--|--|
| 6.  | 22 <sup>nd</sup> &<br>23 <sup>rd</sup>               | The Application of SPSS<br>and Amos for Data<br>analysis   | M.T.N. College   | National<br>Level<br><b>(IQAC-<br/>NAAC<br/>Sponsored)</b>     |
| 7.  | 09 <sup>th</sup><br>March<br>2019                    | Prospects of Outcomes<br>Based curriculum  | M.T.N. College   | National Level<br><b>(IQAC- NAAC<br/>Sponsored)</b>            |
| 8.  | 13 <sup>th</sup> to<br>19 <sup>th</sup> May<br>2020  | One week online national<br>faculty enrichment<br>programe   | M.T.N. College   | National Level<br><b>(IQAC- NAAC<br/>Sponsored)</b>            |
| 9.  | 01 <sup>st</sup> to<br>07 <sup>th</sup> July<br>2020 | Academic excellence in<br>digital teaching and<br>learning   | Madurai Kamaraj<br>University  | National<br>Level<br><b>(Management<br/>Studies –<br/>DDE)</b> |
| 10. | 07 <sup>th</sup> June<br>2021                        | One day online faculty<br>development Programe on<br>“Chill Out”   | <b>(IQAC)</b><br>Sourashtra College,<br>Madurai.   | Sate Level   |
| 11. | 01 <sup>st</sup> to<br>07 <sup>th</sup> July<br>2020 | Seven days online faculty<br>development Programe on<br>“Digital Pedagogy –<br>Online teaching modes,<br>Tools and Techniques” | Dept. of English and<br>Foreign Languages<br>Bharathiar University<br>Coimbatore.<br>&<br>PG and Research Dept.<br>of English Sourashtra<br>College,<br>Madurai. | National<br>Level  |

**RESEARCH PROJECT APPROVED:**

| <i>S.<br/>No.</i> | <i>Duration</i> | <i>Title</i>                                       | <i>Project Approved by</i> | <i>Amount<br/>Sanctioned</i> | <i>Status</i>    |
|-------------------|-----------------|--|----------------------------|------------------------------|------------------|
| 1                 | 6 Months        | <i>Impact of E-<br/>Banking in Rural<br/>India</i> | <i>M.T.N. College</i>      | <i>Rs.20,000/-</i>           | <i>Completed</i> |

**ACADEMIC DISTINCTIONS:**

- ✓ University “**Fourth Rank Holder**” in M.Com.
- ✓ College “**First Rank Holder**” in M.Com.
- ✓ College “**First Rank Holder**” in B.Com.
- ✓ Received “**Cosmopolitan**” award in final year of B.Com
- ✓ Financial Accounting “**First Place**” in final year of B. Com.,

**TEACHING EXPERIENCES:**

| Designation  | Institution  | Duration                           |                                    | Total Teaching Experiences in UG & PG |
|--|--|------------------------------------|------------------------------------|---------------------------------------|
|  |  | From                               | To                                 |                                       |
| Assistant Professor,<br>Department of Commerce.                | M.T.N. College<br>( <b>Part Time</b> )                   | 23 <sup>rd</sup> June<br>2013      | 2 <sup>nd</sup> August<br>2015     | 2 years,<br>1 month                   |
| Assistant Professor,<br>Department of Commerce.                | M.T.N. College<br>( <b>Under self financing stream</b> ) | 3 <sup>rd</sup> August<br>2015     | 08 <sup>th</sup> September<br>2019 | 4 years,<br>1 month                   |
| Assistant Professor,<br>Department of Corporate Secretaryship. | Sourashtra College<br>( <b>Under aided stream</b> )      | 10 <sup>th</sup> September<br>2019 | Till date                          | Till date                             |