



CURRICULUM VITAE

Name : Dr. M. Antony Jesuraja
Age & Date of birth : 45 years and 7 months, 22-07-1973
Marital status : Married and blessed with two daughters.
Languages of Communication : Tamil and English
Current designation : Assistant Professor, Department of Commerce,
St. Joseph's College(Autonomous), Tiruchirappalli-2
Address for Communication : I Floor, Plot No.15, Antony Garden
Annai Nagar
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Teaching experience :

Assistant professor, Department of commerce, St. Joseph's College(Autonomous), Tiruchirappalli -2
from 28-10-1999 to till date(Grant In Aid post from 18th June 2012 onward).

Educational qualifications :

- PhD in Commerce, Research Topic: An Inquiry Into The Behaviour Of Consumers Of Malted Food Drinks in Tiruchirappalli city Vis-À-Vis Their Brand Preferences, PG & Research Department of Commerce, St. Joseph's College, Bharathidasan University, Tiruchirappalli under the guidance of Dr. F.R. Alexander Pravin Durai, May 2012.
- Mphil In Commerce , Research Topic: "A study on the effectiveness of TV advertisement among women with a special reference to facial cosmetics in Trichy Town", CDE, Madurai Kamaraj University, Madurai, October 2006.
- UGC-NET in Commerce , December 1999
- SLET in Commerce, 1998
- MCOM , Loyola College (Autonomous), Chennai -34
- BCOM, St. Joseph's College(Autonomous), Tiruchirappalli -02

Specialisation:

- **Teaching:-** Accounting and Accounting packages(Tally), Business Economics, Business laws and Financial management, Marketing, E-Commerce
- **Research :** Marketing

Specialised skills and knowledge :

Proficient with basics of numerical ability and Test of reasoning, Knowledge in MSWORD, MSEXCEL, Tally, Basics of VB, Oracle, Foxpro and C

Papers published : Six

- "Entrepreneurial activities of MSMEs: hurdles and prospects"
Primax International Journal of Commerce and Management Research, ISSN: 2321- 3604, Vol.III, Special issue, 2015, 67-71
- The Journey of Ecommerce in India: A road map showing the surfacing problems and hurdles
Primax International Journal of Commerce and Management Research, 02(special Issue), March, 2014, ISSN: 2321-3604
- Competency Mapping for a Sales and Marketing Force: Prospects and Challenges
Trans Stellar, International Journal of Human Resource Management and Research, ISSN 2249-6874 Special Edition OCT 2014, 11-16
- "Complete Financial Inclusion in India: possible or impossible", Edited by Dr. M. Julius Ceasar,
Financial Inclusion: Imperatives for Human Development and Sustainable growth, PG Research Department of Commerce, St. Xavier's College(Autonomous), Palayamkottai, 2012, ISBN: 978-81-909192-3-4, 2012. Pg 419-423
- "Zero Neophobia of Entrepreneurs in Marketing", Coauthored, RETELL, 2011, ISSN 0973-404 X
Pg 114-116
- "Consumer involvement: a construct to be given a significant gaze", Edited by Dr. N. Palanivelu,
Edited book on Marketing Research: Issues and Challenges, SELP Publication, Trichy, 2011, ISBN 978-93-80509-01-3 pg 312-313

Orientation programs, Seminars and workshops attended :

- Training Program on Public Fund Management System for NSS Programme officers organized by Bharathidasan University, Bishop Heber College, Trichy, 12.02.2019
- ICSSR sponsored National Conference on Economic Transformation Through Entrepreneurship, Department of Commerce, St. Joseph's College(Autonomous), Trichy, 21st and 22nd January, 2019
- Review Workshop on Standard XI (Accountancy), Designed by SCERT, Chennai, DIET, Trichy, Bishop Heber Hr. Sec. School, Trichy, 09-01-2019 to 11-01-2019
- Review Workshop on Standard XI (Accountancy), Designed by SCERT, Chennai, DIET, Trichy, E.R. Hr. Sec. School, Trichy, 1-08-2018 to 03-08-2018
- General Orientation Programme for NSS Programme officers, Madras School of Social Work,

Chennai and BDU, Trichy, 04-1-2018 -10-01-2018

- UGC sponsored 91st Orientation Program, UGC -HRDC, Bharathidasan University, Tiruchirappalli-23, 20-5-2016-16-06-2016.
- Orientation Program-2013 for Assistant Professors newly appointed in Grant in Aid posts in 2012, MPJHEC, Loyola College, Chennai, 15thMay –24thMay 2013.
- 10 days soft skills programme, JASS, St. Joseph's College(Autonomous), Tiruchirappalli, between August 2012 and October 2012.
- National Conference ON Twenty years of Economic Reforms and Inclusive Growth in India, Organised by Departments of Commerce, Economics, History, HRM and Management Studies, St. Joseph's College(Autonomous), Tiruchirappalli-2, 13 & 14thFebruary 2012.
- UGC sponsored National Seminar in Collaboration with SBI-SXC Branch on "Multi level Interventions for Financial Inclusion: Imperatives for Human Resource Development and Sustainable Growth, Pg and Research Department of Commerce, St. Xavier's College (Autonomous), Palayamkottai, 9-10 February 2012
- Orientation programmer for Research Scholars, Organised by Research Advisory Committee(RAC), St. Joseph's College(Autonomous), Tiruchirappalli, 18thJanuary, 2011
- International conference on "Marketing Research in the Emerging Global Scenario", PG& Research Department of Commerce & Business Administration, 24thSeptember, 2011
- Workshop on Environmental Studies(UGC 's Compulsory core module course), organized by the Council for College and Curriculum Development(CCCD), Bharathidasan University, Tiruchirappalli, 5thto 10thJanuary 2004.
- Seminar on " New Economy: Educational Challenges" ,Jubilee Celebration of Autonomy, St. Joseph's College(Autonomous), Tiruchirappalli, 26th&27thJune 2003

.Papers presented

:

- "Banking Sector in the new Millennium- Challenges & perspectives", International Management Convention On the theme "India calls World – A road map to success", September 27 & 28 2004.
- "Asymmetric Information on consumer goods: A bridged price Hump, State level seminar on " Asymmetric Information and Its impact on Management", Karpagam Institute of Management studies and Research, Coimbatore, February 22nd 2002
- " WTO agreement- challenges awaiting Indian Agriculture", National Seminar on WTO- Agreements : Prospects and Challenges, Department of Commerce, St. Joseph's College, Trichy, 23rd and 24th February 2001.

Mphil research scholars guided : Six

Resource Person:

- Netcoaching for paper 1, Paper 2&3 (Commerce) in St. Joseph's College, Trichy and other institutions.
- Numerical Ability and Test of Reasoning
- Accounting Packages
- Topics in Commerce and Economics

Special Assignment : NSS Programme officer since June 2017.

(M. Antony Jesuraja)