

## RESUME

1. Name : **Dr. S. MAYILVAGANAN**
2. Gender : Male
3. Age & DOB : 41 Years ; 27-01-1972
4. Cell No : 9443523557
5. Cell No. : 9789412557
6. E.Mail : [yesyemvee@gmail.com](mailto:yesyemvee@gmail.com)
7. College Address : Assistant Professor & Research Advisor,  
PG & Research Department of Commerce,  
A.V.C. College (Autonomous),  
Mannampandal-609 305, Mayiladuthurai,  
Nagapattinam District,Tamilnadu, INDIA.
8. Educational Qualifications :

Sl. No.	Degree	College / University	Year of Passing	Subjects	Grade / Percentage
1.	Ph.D.,	A.V.C. College (Autonomous) Affiliated to BARD, Trichy	May 2005	Commerce	
2.	M.Phil.,	A.V.C.College (Autonomous) Affiliated to BARD, Trichy	Feb. 1999	Commerce	71 %
3.	M.Com.,	A.V.C.College (Autonomous) Affiliated to BARD, Trichy	April 1995	Commerce	81 %
4.	B.Com.,	A.V.C.College (Autonomous) Affiliated to BARD, Trichy	April 1992	Commerce	78 %
5.	MBA	Annamalai University Annamalai Nagar	May 2003	Business Admn.	68 %
6.	M.Phil.,	Annamalai University Annamalai Nagar	July 2012	Business Administration	
7.	SLET	Bharathidasan University, Trichy	May 2000		
8.	ICWAI	Institute of Cost Works Accountants of India, Calcutta	Group-II : June 1994 Stage-I : June 1997		

9. Total Teaching Experience as on 1-1-2011

Sl. No.	Name of the Institution	From	To	YY/MM/DD
1.	A.V.C.College (Autonomous) Mannampandal-609 305	24-08-1998	Till Date	16 Years

## 10. Total Teaching Experience at A.V.C.College ( SF / Aided ) As on 24-12-2014

Sl. No.	SF/ Aided	From	To	Subject Taught
1	SF	24-08-1998	01-09-2007	Financial Accounting; Commercial Law; Cost Accounting; Business Taxation; Management Accounting; Income Tax
2	Aided	02-09-2007	Till Date	Income Tax; Financial Accounting; Commercial Law; Cost Accounting; Statistics; Research Methodology

**Details about Qualification approval:** Approved for the post of Lecturer in Commerce as per UGC Norms ( Ref. No. 5832/D5/2006/ Date:30-10-2007, Bharathidasan University, Tiruchirappalli

## 11. Orientations / Refresher Course attended : Total - 02

Sl. No.	O/R	Title of the Course	From	To	Name of the Institution & Place
1	Orientation	86 <sup>th</sup> Orientation Programme	09-02-2011	08-03-2011	Bharathiar University Coimbatore
2	Orientation	NSS Programme Officer	28-10-2014	03-11-2014	Madras School of Social Works, Chennai

## 12. Conferences Attended Total No: International-04 &amp; National-07

## (A) International

- (i) Attended and Presented Paper on International Conference on "GLOBALISATION ICGICO 2008" Organised by St.Joseph's College of Arts & Science, Cuddalore, during 14<sup>th</sup> & 15<sup>th</sup> March 2008.

Paper Title: "Globalisation Challenges and Opportunities for Small and Medium Enterprises in India."

- (ii) (a) Mayilvaganan, S., and Karthikeyan, G., " Small and Medium Enterprises- The hub or Rual India",
- (b) Sakthivel, K., and Mayilvaganan, S., "Beckoning Private Equity Firms and Reckoning the Responsive Patterns-An analytical Study"
- (c) Aruna, V., and Mayilvaganan, S., "Work-Life Balance and its Impact on performance in TNSIC Ltd., -Kumbakonam"

(d) Bhuvaneshwari, K., and Mayilvaganan, S., "Consumer Behaviour towards NDG (Selected Goods)-A Study in Mayiladuthurai town of Nagai District"

(e) Dhinesh Sankar, S., and Mayilvaganan, S., "Growth and Development of SSI in India - A Study"

(f) Varadarajan, B., and Mayilvaganan, S., "Public Distribution System: An Effective Management of Food Grains"

(g) Vanitha, R., and Mayilvaganan, S., "Production Methods of bronze Sculptures"

(h) Santhini, M., and Mayilvaganan, S., "Derivatives-A Boon or Bane in Risk Management"

in International Conference on "Survival and Growth Strategies in Changing Business Scenario" held on 28<sup>th</sup> & 29<sup>th</sup> December 2009 organised by Directorate of Distance Education, Commerce Wing, Annamalai University, Annamalainagar.

(iii) (a) Mayilvaganan, S., "Public Perception towards Municipal Services-A Study with Reference to Mayiladuthurai Municipality"

(b) Bhuvaneshwari, K., and Mayilvaganan, S., "Consumer Behaviour towards Two Wheelers - A Study with reference to Nagai District"

in "International Conference on Management Practices for Sustainable Growth" organised by Department of Business Administration & Management Wing, DDE, Annamalai University (July 28<sup>th</sup> to 30<sup>th</sup> 2010)

(iv) Mayilvaganan, S., and Umamaheswari, M., "Study on Financial Management of Urban Co-operative Banks in the Coimbatore District with reference to determinants of Profitability", in International Conference on "Contemporary Practices in Finance & Marketing" organized by Nehru Institute of Management Studies, Centre for Creative Leadership, Coimbatore, held on 11<sup>th</sup> and 12<sup>th</sup> Feb. 2011.

(v) Attended and Presented a paper in the One Day International Seminar on "Capital Outsourcing - Prospects and Challenges", organised by RDB College of Arts and Science and RDB Institute of Management, Papanasam, held on 26<sup>th</sup> March 2015.

(vi) Attended one day International Conference on "Economic Justice in an Unfair World: Co-operatives Ensure Equality" organised by TBML College, Porayar And presented a paper titled "SWOT Analysis and NPAs Reduction Strategies of Urban Co-operative Banks in India", held on 21<sup>st</sup> September 2015.

#### **(B) National**

(i) Attended Three Days National Conference on "Curricular Innovations and Quality Improvement in Autonomous Colleges" Sponsored by NAAC, Bangalore and organised by IQAC, Arul Anandar College, Karumathur held between 29<sup>th</sup> September and 1<sup>st</sup> October 2005.

- (ii) Attended and Presented a paper titled "Micro credit for rural development-A cursory look" on National Conference on "Sustainable Rural Development through Micro Credit" jointly organised by the Commerce wing of DDE Annamalai University & NABARD held on 7<sup>th</sup> and 8<sup>th</sup> May 2007.  
Paper Title: Micro Credit for Rural Development-A Cursory Look.
- (iii) Attended and presented a paper entitled "CRM in Financial Services Industry-An embodied study" on National Conference on "Recent Trends in Financial Services" organised by Commerce Wing, DDE, Annamalai University, Annamalainagar on 12<sup>th</sup> October, 2007.
- (iv) Attended and Presented a paper on National Conference on " India's Economic Development in the WTO Regime:opportunities and Challenges" organised by the Commerce Wing, DDE, Annamalai University, Annamalainagar held on 23<sup>rd</sup> January 2008.  
Paper Title: Ramification of WTO in Indian Economy.
- (v) Sakthivel, K. And Mayilvaganan, S., " Penetration of Private Equity", in National Conference on "Recent Trends in Indian Capital Market" organised by Pavendar Bharathidasan College of Arts & Science, Mathur, Pudukkottai District held on 18<sup>th</sup> and 19<sup>th</sup> Feb. 2008.
- (vi) Attended and presented a paper titled " A study on measuring the extent of factors influencing the bank profitability" in the national conference on Emerging Trends in Management Practices, organised by Dept. of Management Science, Sree Saraswathi Thyagaraja College, Pollachi on 3<sup>rd</sup> Feb, 2012.
- (vii) Attended and Presented a paper titled "Women Entrepreneurship in IndiaA Cursory Look" in the National Level conference on "Entrepreneurship", organised by Department of Commerce, Annai College Arts and Science Kovilacheri Kumbakonam held on 16<sup>th</sup> Oct 2014.
- (viii) Attended and Presented Papers in the UGC Sponsored National Conference on " Investor Information & International Investments", Organised by Government College for Women, Kumbakonam held on 6<sup>th</sup> and 7<sup>th</sup> March 2015.

Papers Presented: (1) Pros and Cons of Mutual Funds (2) Role of SEBI in a Stock Exchange-An over view and (3)

**13. Seminar Attended Total No: 18**

- (i) Attended UGC aided seminar on "Financial Services-Retrospect & Prospects" organized by PG & Research Dept. of Commerce, A.V.C. College (Autonomous), Mannampandal-609 305, from 24-12-1993 to 26-12-1993.
- (ii) Attended UGC aided seminar on "Value addition in Functional Management - Prospects & Perspectives" organized by PG & Research Dept. of Commerce, A.V.C. College (Autonomous), Mannampandal-609 305, from 01-02-1995 to 03-02-1995.
- (iii) Attended UGC Sponsored one day Seminar on "Recent Trends in Capital Market" organised by Dept. Of Commerce, A.V.C.College (Autonomous), Mannampandal on 8<sup>th</sup> March 1999.
- (iv) Attended UGC aided Two days Seminar on "International Trade & Foreign Exchange "organised by Dept. Of Commerce, A.V.C.College (Autonomous), mannampandal during 8<sup>th</sup> - 9<sup>th</sup> October 2001.
- (v) Attended one day Seminar on "Marketing of Services-A changing Paradigm" on 26<sup>th</sup> Feb 2006 organised by Sree Radhaa krishnaa Educational Trust Mayiladuthurai-609 001, Study Centre, Alagappa University.
- (vi) Attended seminar on "Enhancing the Utility of Library Resources" organized by IQAC A.V.C. College (Autonomous), Mannampandal-609 305, from 20-02-2009 to 21-02-2009.
- (vii) Attended and Presented a paper entitled " Ensuring Environmental Sustainability by Enhancing Carbon Trading Mechanism - An analysis" in the UGC Sponsored National Seminar on " Millennium Development Goals" organised by PG and Research Dept. Of Economics, A.V.C.College (Autonomous), Mannampandal-609 305, held on 5<sup>th</sup> and 6<sup>th</sup> March 2010.
- (viii) Attended as resource person on one day seminar on" Currents Trends in Indian Trade and Commerce" organized by PG Dept.of Commerce, Nethaji Subash Chandra Bose College, Thiruvarur on 30<sup>th</sup> March 2010.
- (ix) Sakthivel, K., and Mayilvaganan, S., " Connectivity Constraints in Financial inclusion-a cursory Look" in the UGC Sponsored National Seminar on "Financial Exclusion: Need for Financial Inclusion" organised by Dept. of Commerce, Annamalai University, Annamalainagar-608 002 held on 18<sup>th</sup> & 19<sup>th</sup> March 2010.
- (x) Vanitha, R., and Mayilvaganan, S., " Growth and Development of Bronz Icons" in National Seminar on "Strategic Issues in business" organised by the Dept. Of business Administration, Annamalai University, Annamalainagar-608 002 on 11<sup>th</sup> June 2010.
- (xi) Attended two days UGC Sponsored seminar on "TALLY ERP 9 & OFFICE AUTOMATION" Organised by P.G. Research Dept. of Commerce, A.V.C. College (Autonomous), Mannampandal on 27<sup>th</sup> & 28<sup>th</sup> March 2012.
- (xii) (a) Attended and presented a paper entitled " Worklife Balance of Women Employees" and

(b) paper entitled “ Public Distribution System of Food Grains- A Gateway to Management” in the national level seminar on Management Challenges in 21<sup>st</sup> Century” , organised by RVS Institute of Management Studies and Computer Application on 27<sup>th</sup> August 2011.

- (xiii) Attended and presented a paper entitled “FDI-A Gateway for Global Prosperity” in the UGC sponsored one day seminar on Foreign Direct Investment: impact and Vision Ahead, organised by Dept. of Economics, Govt. College for Women, Kumbakonam on 24-02-2012.
- (xiv) Attended Two-days UGC sponsored seminar on “TALLY ERP 9 & OFFICE AUTOMATION” Organised by Dept. of Commerce, A.V.C. College (Autonomous), Mannampandal held on 27<sup>th</sup> & 28<sup>th</sup> March .
- (xv) Attended one day seminar on “ ENTREPRENEURSHIP - THE PATHWAY TO PROGRESS”, Organised by P.G. & Research Dept. of Commerce, National College (Autonomous), Tiruchirappalli on 17<sup>th</sup> September 2013.
- (xvi) Attended Two days seminar on “ A CALIBRATION OF INDIAN FINACIAL SYSTEM - EMERGING SHOCKS AND EXISTING INSULATIONS” , Organised by P.G & Research Dept. of Commerce, Poompuhar College, Melaiyur held on 26<sup>th</sup> and 27<sup>th</sup> July 2013.
- (xvii) Attended and Presented a paper entitled “Problem and Prospectus of Foreign Direct Investment in Indian Retail Business”, in the UGC sponsored National Seminar on “ Retail marketing –Opportunities and Challenges” held on 22-12-2014 organised by PG Research Department of Commerce, Poompuhar College (Autonomous), melaiyur- 609 107.
- (xviii) Attended and Presented the Papers entitled
  - (a) “Role of Capital Market in Indian Economy”
  - (b) “Application of Capital Adequacy norms to urban Co-operatives Banks” and
  - (c) “Women Entrepreneur – A Boon to Society”

In the UGC sponsored Seminar on “Issue in Indian Economy: National & Global Perspectives” organised by PG & Research Department of Economics Poompuhar College (Autonomous) Melaiyur. On 18<sup>th</sup> to 19<sup>th</sup> December 2014.

xix) Attended and Presented paper in the UGC Sponsored National Seminar on “ Strategic Management Practices in the Globalised Scenario” organised by PG Dept. of Commerce in Academic Partnership with Indian Accounting Association and Co-sponsored by Mahatma Gandhi University, Kottayam, Deva Matha College, Kuravilangad, Kottayam, Kerala held on 13<sup>th</sup> and 14<sup>th</sup> January 2015. Paper titled “Strategic Management Practice-A Road Map to Success”

xx) Attended and Presented a paper entitled “Depository System in Indian Capital Market-An overview” in the National Seminar on “ Innovation and Strategic Business Practices in the Global Economy”, organised by M.R. Govt. Arts College, Mannargudi, Thiruvarur District, held on 23<sup>rd</sup> Jan. 2015.

xxi) Attended and Presented a paper entitled “ Online Consumer Behaviour – A study with reference to Mayiladuthurai Town, Nagapattinam in the National Conference on Consumer Protection, organised by Citizen Consumer Club and PG & Research Dept. of Commerce in association with Civil Supplies and Consumer Protection Department, held on 14<sup>th</sup> Feb. 2015.

#### **14. Workshop attended (Total No: 02)**

- (i) Attended workshop on “Application of Mathematical and Statistical Tools in Social Science Research” on 23<sup>rd</sup> and 24<sup>th</sup> December 2004 organised by PF & Research Dept. of Commerce, A.V.C.College (Autonomous), Mannampandal-609 305.
- (ii) Attended TANSCHIE Sponsored workshop on “Research Methodology for Commerce, Economics and Management Researchers” on 10<sup>th</sup> and 11<sup>th</sup> October 2009 organised by Commerce Wing, DDE, Annamalai University, Annamalainagar-608 002.
- (iii) Attended in the “Workshop on Question Bank for Part-A Questions” on 26<sup>th</sup> & 27<sup>th</sup> December 2011 held at A.V.C. College (Autonomos). Mannampandal.
- (iv) Attended Five Days Workshop on “ Entrepreneurship Training Workshop for College Teachers” Sponsored by Bharathidasan University and Organised by EDC, A.V.C. College (Autonomous), Mannampandal During 22-03-2013 - 27-03-2013.
- (v) Attended the UGC-Sponsored One Day Workshop on “Scientific Writing” held on 11<sup>th</sup> October 2014, in A.V.C. College Premises
- (vi) Attended two days workshop on “ Business Statistics” organised by Department of Business and Industrial Management, Veer Normal South Gujarat University, Surat during 9<sup>th</sup> and 10<sup>th</sup> May 2015

#### **15. Training Programme attended (Total No: 03)**

- (i) Participated in the Professional training programme in “Software Career Skills” during the period 23-11-2006 to 24-11-2006 organised by Comp care Software Private Limited, Chennai at A.V.C.College (Autonomous), Mannampandal-609 305.
- (ii) Participated in the UGC sponsored short term training on “E-CONTENT DEVELOPMENT” organised by the IQAC, A.V.C. College (Autonomous), Mannampandal from 17-09-2012 to 22-09-2012.

- (iii) Attended two days Faculty Development programme on “MULTIVARIATE STATISTICAL TECHNIQUES FOR MANAGEMENT RESEARCH” Organised by SJ CET School of Management, St. Joseph’s College of Engineering & Technology, Palai, Kerala on 2<sup>nd</sup> and 3<sup>rd</sup> September 2013.
- (iv) Participated in the “Special Training on First Aid and Road Safety”, held at A.V.C. Thirumana Mandapam in Mayiladuthurai on 10<sup>th</sup> October 2015 organised under the sponsorship of BAWA HONDA, Mayiladuthurai

#### 16. Positions Held in A.V.C.College (Autonomous)

- (i) Member - Examination Committee
- (ii) Editorial Board Member - Mayur Journal
- (iii) Secretary- A.V.C. Staff and Students’ Co-operative Stores Ltd.,
- (iv) Co-ordinator-BARD Concurrent Programme
- (v) Co-ordinator-IGNOU
- (vi) Staff in-chare-Target CE
- (vii) Convener-College Day Celebrations Committee
- (viii) Convener-Convocation Day Committee
- (ix) Co-ordinator-Leo Club
- (x) Co-ordinator-Junior Jaycee
- (xi) Member R&D Cell
- (xii) Deputy Warden- A.V.C. Men’s Hostel
- (xiii) Co-ordinator for Management Studies Dept. (From 01-08-2014 onwards)
- (xiv) Co-ordinator for Part-IV Activities (From Academic Year 2014-15 onwards)
- (xv) N.S.S programme Officer (From Academic Year 2014-15 onwards)

#### 17. Positions held in other institutions

Appointed by Bharathidasan University, Tiruchirappalli as Additional Chief Superintendent for Conducting Examination to Best College, Sirkali.

#### 18. Research Guidance

Sl.No.	Degree	Completed No.	Ongoing No.	Under Process
1.	M.Phil., (FT)	7	3	
2.	M.Phil., (Distance)	10	-	
3.	Ph.D.,	6	6	01 Waiting for Viva

**M.Phil. Guide Recognition:** Ref. No. 22327/M.Phil/R.A2003/ Date: 20-10-2003 (Bharathidasan University, Tiruchirappalli)

**Ph.D. Guide Recognition:** Ref. No. 14827/Ph.D./commerce/R.A/Date04-08-2008 (Bharathidasan University, Tiruchirappalli)

**Research Thrust Areas:** Marketing, Business Law



Research Project	Funding Agency	Title	Amount	Status
Major	UGC, Delhi	Fund Management of Urban Co-operative banks in composite Thanjavur District	Rs. 2,34,000	Going on (From August 2012)

#### 19. Invited Talk / Guest Lecture (05)

- (i) Acted as Resource person in the one day seminar organised by the Dept. of Commerce, Vivekananda College of Arts & Science, Sirkali on 12<sup>th</sup> February 2008.
- (ii) Acted as Resource person in the one day seminar on “ Recent Trends in Indian Trade and Commerce” organised by the Dept. of Commerce, Nethaji Subash Chandra Bose College, Tiruvarur on 3<sup>rd</sup> March 2010.
- (iii) Acted as Resource person and delivered a lecture on “Effective Leadership” in the one day seminar organised by the Dept. of Commerce, Vivekananda College of Arts & Science, Sirkali on 2<sup>nd</sup> February 2011.
- (iv) Acted as a resource person and delivered a lecture on CRM in E.G.S. Pillay Arts & Science College, Nagappattinam on 19<sup>th</sup> March 2012.
- (v) Acted as Resource Person and delivered lecture on “ Indian Financial System-Components and Dimensions” in Poompuhar College (Autonomous), Melaiyur on 27<sup>th</sup> July 2013.
- (vi) Acted as Resource Person in the UGC Sponsored One Day National Level Seminar on “Challenges and Opportunities in Indian Corporate Sector” held at DRBCCC Hindu College, Pattabiram, Chennai on 21<sup>st</sup> February 2015.
- (vii) Acted as Resource person and delivered a lecture on “ Foreign Direct Investment” in the National level conference on “Changing Horizons of Indian Business” held on 26<sup>th</sup> March 2015, organised by Department of Commerce and Business Administration, Don Bosco College, Karaikal,
- (viii) Acted as Resource person and delivered lecture on “Personality Development” in the one day seminar on “ Soft Skill Development and Personality Development” organised by Department of Corporate Secretaryship, Avvaiyar Govt. College for Women, Karaikal, on 09-10-2015.

**(i) Book Published (02)**

1. Cost Accounting (Exclusive for B.Com., Students), 2002, Sandhya Publications, Chennai.
2. Income Tax Law and Practice, 2010, Srinivasan, T., and Mayilvaganan, S., Scitech Publications (India) Pvt., Ltd. Chennai. ( ISBN: 978-81-8371-291-0).

**(16) Book Chapters (01)**

1. **Mayilvaganan, S.**, 2011. Human Resource Policies. In. (Ed. Dr. S. Mohan and Dr. R. Elangovan) Human Resource Management. Pages 30-39, New Delhi: Regal Publications.

**(17) (A) Research Articles published (24)**

- (i) **Mayilvaganan, S.**, (2006), "CRM in the Financial Services Industry", Mayur-The Research Journal-Science & Humanities, Volume-II, Published by A.V.C. College (Autonomous), pp 25-27
- (ii) **Mayilvaganan, S.**, (2007), "public perception towards municipal services-A study with reference to Mayiladuthurai municipality", Mayur-The Research Journal-Science & Humanities, Volume-III, Published by A.V.C. College (Autonomous), pp 52-56
- (iii) **Mayilvaganan, S.**, and Umamaheswari, R., (2010), "A Study on Financial Management of Urban Co-operative Banks in Coimbatore (Dt.), Tamilnadu with Special reference to Determinants of Profitability", Nehru Journal of Management and Research (ISSN 2230-7974), Issue 1, Volume-1, February 2010, pp 44-47.
- (iv) Santhini, M., and **Mayilvaganan, S.** (2010). Derivatives-A Boon or Bane in risk Management. International Journal of Enterprise and Innovation Management Studies (IJEIMS), Volume 1, Number 2 Jan-June 2010, Gopalax Publications, Singapore, USA and India (ISSN; 0976-2698).
- (v) **Mayilvaganan, S.**, (2010), "Impact of Globalisation on Small and Medium Enterprises (SMEs) in India", Mayur-The Research Journal-Science & Humanities, Volume-VI, Published by A.V.C. College (Autonomous), pp 25-26
- (vi) Soundararajan, S., and **Mayilvaganan, S.**, (2010), "Trends in various Deposit Mobilisations by the Sirkali Co-operative Urban Bank Ltd., ", Mayur-The Research Journal-Science & Humanities, Volume-VI, Published by A.V.C. College (Autonomous), pp 50-52.
- (vii) Dhinesh Sankar, S., and **Mayilvaganan, S.**, (2011), "Performance of District Industries Centre with References to Prime Minister's Employment Generation Programmes Scheme in Nagapattinam District", International Journal of Applied Management Research (ISSN 0974 8709), Volume-3, June 2011, pp 180-181.

- (viii) **Mayilvaganan, S.**, and Dhinesh Sankar, S., “ Problems of Small Scale Industries in TamilNadu”, A Study Hub for Analysis, Research and Evaluation, Journal of Multidisciplinary Research (ISSN 2229-5003), Vol. 2, No.1, June 2011, pp 50-52.
- (ix) **Mayilvaganan, S.**, and Umamaheswari, R., (2011), “Financial Management of Urban Co-operative Banks in Pollachi”, Rathinam Journal of Management, (ISSN 2250-2009), Issue 1, Volume-1, Oct.-Dec. 2011, pp 32-37.
- (x) G.Karthikeyan and **S.Mayilvaganan** (2011), “Service Gap Analysis - A Study With Reference to Public Sector Banks” Pages:234-241 Journal Name: EXCEL International Journal of Multidisciplinary Management Studies Vol.1 Issue:3, December 2011, ISSN:22498834
- (xi) **Mayilvaganan, S.**, and Varadarajan, B., (2012), “Public Distribution System in Tamil Nadu Needs Definite Overhauling”, International Journal of Research in Commerce, Economics & Management (ISSN 2231-4245), Volume-2 (2012), Issue No. 2 (Feb.).
- (xii) **Mayilvaganan. S.**, and B.Varadarajan (2012), “Antyodaya Anna Yojana Scheme is to Ensure food Security to the Poorest of the Poor” Pages:178-182 Journal Name: EXCEL International Journal of Multidisciplinary Management Studies Vol.2 Issue:2, ISSN:2249-8826
- (xiii) **Mayilvaganan, S.**, and Umamaheswari, R., (2012), “A Study on Financial Management of Coimbatore City Co-operative Banks Limited,coimbatore”, Management Wisdom-A Journal of Business & Management, (ISSN 2230-7257), Issue 1, Volume-1, Jan.-June. 2012, pp 32-42.
- (xiv) **Mayilvaganan. S** and G.Karthikeyan (2012), “Level of Customer Satisfaction - A Study With Reference to Indian Bank, Mayiladuthurai Branch” Journal Name: International Journal of Research in Commerce & Management; Volume No.3(2012),Issue No.9 (September), ISSN 0976-2183
- (xv) **Mayilvaganan. S** and G.Karthikeyan, “ Marketing of Banking Services” Journal Name: International Journal of Marketing and Technology, Volume No 2, Issue No 1, (2012), ISSN 2249-1058, pp 134-139.
- (xvi) **Mayilvaganan. S** and G.Karthikeyan, “ Grievance Redressal Procedure adopted by Banking ombudsman” Journal Name: Asia Pacific Journal of Research in Business Management, Volume No. 3, Issue No. 10 (2012), ISSN 2229 - 4104, pp 64 - 71.
- (xvii) Vanitha, R., and **Mayilvaganan, S., (2013).**, “Growth and Development of Bronze Sculptures in Swamimalai”, International Journal of Scientific Research, Volume-2, Issue-4, pp. 50-51, April 2013, ISSN 2277 – 8179
- (xviii) Vanitha, R., and **Mayilvaganan, S., (2013).**, “Organisation of Metal Icon Production in Swamimalai”, Indian Journal of Applied Research, Volume-3, Issue-4, pp. 79-80, April 2013, ISSN 2249-555X.

- (xix) G.Karthikeyan **and** Dr.S.Mayilvaganan, “ Customer Satisfaction towards the Services of Public Sector Banks in Mayiladuthurai Town” Pages: 49-52  
Journal Name: Annamalai Journal of Management, Vol. 5, Issue: I, December 2013, ISSN: 0974-0406
- (xx) Santhini. M and Mayilvaganan. S, (2013) “INVESTORS’ PERCEPTION TOWARDS SHARES-A STUDY WITH REFERENCE TO MAYILADUTHURAI” Journal of Wisdom, A Journal of Business and Management, Volume 2, Issues 1, ISSN 2230 – 7257
- (xxi) Santhini. M and Mayilvaganan. S (2013) “ FUTURES - THE FUTURE OF RISK FREE ECONOMY”, HRD Times, Volume 15, ISSN 0976-7401.
- (xxii) **Mayilvaganan, S., and Suganthi. N.,** (2014), “ROLE OF SEBI IN REGULATING THE FUNCTIONING OF INDIAN CAPITAL MARK”, EPRA International Journal of Economics, Business and Management Studies, (ISSN 2347 4378), Volume 2, August 2014, pp 145-150.
- (xxiii) Vanitha, R., and **Mayilvaganan, S.,** (2014), “Performance Analysis of Bronze Sculptures Manufacturing Units In Thanjavur District”, International Research Journal of Commerce, Commerce Times, pp. 84-95, July 2014, ISSN 2320 – 9461.
- (xxiv) Mayilvaganan. S and Sakthivel. K., (2014), “Blooming Green Energy Projects and Pollinating Private Equity Firms-An Indian Investigation”, International Journal of Management and Social Science Research Review, pp 34-36, Sep.-2014, ISSN – 2349-6738, Volume No. 1, Issue No. 3,
- (xxv) **Mayilvaganan, S.,** (2014), “Management of Non Performing Assets in Mayuram Urban Co-operative Bank”, International Journal of Management and Social Science Research Review, (ISSN 2349-6738), Issue 1, Volume-5, November- 2014, pp 133-136.
- (xxvi) **Mayilvaganan. S. and Santhini. M.,** (2015), “ Women Entrepreneurs in India – An Overview”, International Journal of Economic and Business Review, (ISSN 2349-0187), Volume-3, Issue-1, January-2015, pp 113-116

**(b) Papers published in Seminars / Conference through Edited Books**

- (i) **Mayilvaganan, S.,** 2010. Micro Credit: A panacea for Women’s Empowerment. In: 147-150. N. Panchanatham., A. Rajamohan., A.A. Ananth and T. Karthikeyan (Eds.). Managerial Strategies for Excellence ( ISBN: 978 81 8371 290 3 ).
- (ii) Vanitha, R., and **Mayilvaganan, S.,** 2010. Growth and Development of Bronze Icons. In: 339-342. N. Panchanatham., A. Rajamohan., A.A. Ananth and T. Karthikeyan (Eds.). Managerial Strategies for Excellence ( ISBN: 978 81 8371 290 3 ).
- (iii) Santhini, M., and **Mayilvaganan, S.,** 2010. Pairs Trading: A Fair Investment Strategy for Investors. In: 151-153. N. Panchanatham., A. Rajamohan., A.A.

Ananth and T. Karthikeyan (Eds.). Managerial Strategies for Excellence ( ISBN: 978 81 8371 290 3 ).

- (iv) **Mayilvaganan, S.,** and Karthikeyan, G. 2010. "Small and Medium Enterprises-The Hub of Rural India". In:451-454; Aranganathan, T., Vijayarani, K., Elangovan, R., Sundar, K., and Srinivasan, . (Eds.). Social and Human Resource TDevelopmental Issues in Contemporary Business. ( ISBN: 97 88 18 371 2637 ).
- (v) Dhinesh Sankar, S., and **Mayilvaganan, S.,** 2010. "Growth and Development of SSI in India-A Study ". In:439-442; Aranganathan, T., Vijayarani, K., Elangovan, R., Sundar, K., and Srinivasan, T. (Eds.). Social and Human Resource Developmental Issues in Contemporary Business. ( ISBN: 97 88 18 371 2637 ).
- (vi) Vanitha, R., and **Mayilvaganan, S.,** 2010. "Production Methods of Bronze Sculptures". In:474-478; Aranganathan, T., Vijayarani, K., Elangovan, R., Sundar, K., and Srinivasan, T. (Eds.). Social and Human Resource Developmental Issues in Contemporary Business. ( ISBN: 97 88 18 371 2637 ).
- (vii) Aruna, V.,and **Mayilvaganan, S.,** 2010. "Work Life Balance and its Impact on Performance in Tamilnadu State Transport Corporation Limited-Kumbakonam ". In:863-866; Aranganathan, T., Vijayarani, K., Elangovan, R., Sundar, K., and Srinivasan, T. (Eds.). Social and Human Resource Developmental Issues in Contemporary Business. ( ISBN: 97 88 18 371 2637 ).
- (viii) Sakthivel, K., and **Mayilvaganan, S.,** 2010. "Beckoning Private Equity Firms and Reckoning the Responsive Patterns-An Analytical Study". In:398-403; Aranganathan, T., Vijayarani, K., Elangovan, R., Sundar, K., and Srinivasan, T. (Eds.). Survival and Growth Strategies for Business Dynamics. ( ISBN: 97 881 8371 2620 ).
- (ix) Bhuvaneshwari, K., and **Mayilvaganan, S.,** 2010. "Consumer Behaviour Towards Non-Durable Goods(Selected goods)-A Study in Mayiladuthurai Town of Nagai District". In:585-589; Aranganathan, T., Vijayarani, K., Elangovan, R., Sundar, K., and Srinivasan, T. (Eds.). Survival and Growth Strategies for Business Dynamics. ( ISBN: 97 881 8371 2620 ).
- (x) Varadarajan, B., and **Mayilvaganan, S.,** 2010. "Public Distribution System: An Effective Management of Food Grains". In:822-827; Aranganathan, T., Vijayarani, K., Elangovan, R., Sundar, K., and Srinivasan, T. (Eds.). Survival and Growth Strategies for Business Dynamics. ( ISBN: 97 881 8371 2620 ).
- (xi) **Mayilvaganan, S.,** and Rajanbabu, R., 2011. "Corporate Social Responsibility-An Overview". In: -; Aranganathan, T., Murugeasan, S.V., and Thamizhselvam, K, . (Eds.). Business Ethics and Corporate Governance. ( ISBN: 938062726-2).
- (xii) Karthikeyan, G.,and **Mayilvaganan, S.,** 2011. "Corporate Social Responsibility-An Overview". In: -; Aranganathan, T., Murugeasan, S.V., and

Thamizhselvam, K. . (Eds.). Business Ethics and Corporate Governance. ( ISBN: 938062726-2).

**(C) Proceedings Published in Seminars/Conferences etc.**

- (i) **Mayilvaganan, S.**, 2007. "Micro Credit for Rural Development-A Cursory Look", In pp 96-97. Sustainable Rural Development through Micro Credit.
- (ii) **Mayilvaganan, S.**, and Dhinesh Sankar, S., 2008. "Ramification of WTO in Indian Economy" In: p 18; India's Economic Development in the WTO Regime: Opportunities and Challenges.
- (iii) **Mayilvaganan, S.**, 2008. " Globalisation: Challenges and Opportunities for Small and Medium Enterprises in India" . In: p 142. Globalisation Impact, Challenges and Opportunities.
- (iv) **Mayilvaganan, S.**, and Sakthivel, K., 2010. "Ensuring Environmental Sustainability by Enhancing Carbon Trading Mechanism-An analysis". In: pp 46-47; Millennium Development Goals
- (v) **Mayilvaganan. S** and Umamaheswari, R., 2012, "A study on measuring the extent of factors influencing the bank profitability with special reference to UCBs in Coimbatore District", In: pp95-104; Emerging Trends in Management Practices.
- (vi) **Mayilvaganan. S** and Suganthi. N., (2014), "Role of Capital Market in Indian Economy", In: p 95 "Issue in Indian Economy: National & Global Perspectives"
- (vii) **Mayilvaganan. S** and Prabakaran. G., (2014), Application of Capital Adequacy norms to urban Co-operatives Banks, In:92 pp "Issue in Indian Economy: National & Global Perspectives"
- (viii) Santhini. M and **Mayilvaganan. S** (2014), Role of Capital Market in Indian Economy", In: p 97 "Issue in Indian Economy: National & Global Perspectives"

**18. Extension Activities:**

- (i) Acted as Resource Person for SHG members (Entrepreneurial Development Training) organised by Tamil Nadu Corporation for Development of Women Ltd., Project Implementation Unit, Nagapattinam (Mahalir Thittam) Period: 22-11-2005 to 30-11-2005
- (ii) Acted as Resource Person for SHG members (Entrepreneurial Development Training) organised by Tamil Nadu Corporation for Development of Women Ltd., Project Implementation Unit, Nagapattinam (Mahalir Thittam)

Period: 12-12-2005 to 19-12-2005

**Other activities:**

1. Member, Board of Studies of MBA, Tiruvalluvar University, Vellore ( 2005 to 2010)
2. Chairman, Question Paper Setting Board for B.Com., and M.Com., (Marketing), Distance Education, Alagappa University, Karaikudi.
3. Member, Question Paper Scrutiny Board, B.Com., (CS), Alagappa University, Karaikudi.
4. Member, Question Paper Scrutiny Board, B.Com., (CS), University of Madras, Chennai.
5. Member, Doctoral Committee for 10 Ph.D., Research Scholars doing Ph.D., in various Colleges affiliated to Bharathidasan University.
6. Chairman, DRC, Dept. of Commerce, A.V.C. College (Autonomous), Mannampandal
7. Acted as external examiner for M.Phil., Viva-voce examinations
8. Member, Bard of Studies, Poompohar College (Autonomous), Melaiyur.

**19. Residential Address**

**Dr. S. MAYILVAGANAN**

“Agoranilayam”

38/16. Dubash Street,

Thiruvilandur,

Mayiladuthurai-609 001.

Phone: (04364) 225512

Cell: 9443523557

E.Mail: yesyemvee2005@yahoo.co.in

