

RESUME

Name : N.VIKRAM
Date of Birth : 03.01.1992
Father's Name : P.Nagalingam
e-mail id : post2vikram@gmail.com
vikram@dgvaishnavcollege.edu.in
Mobile Number : +91- 9003989892

Qualifications:-

a) Educational : M.COM,M.Phil,MBA(HR),SET,NET(CBSE),(PhD)

b) Music : **PROFESSIONAL PLAYBACK SINGER IN SOUTH INDIAN FILM INDUSTRY**

Sung all songs in the movie MAANBUMIGU MARUMAGAN (ALLUDU ARTHURS) composed by National Award Winner Music Director Devi Sri Prasad.

Music Qualification : Classically Trained for 20 years and Hindustani Trained for 5 years from the Age of 3.

Passed First Class with Distinction in Junior Diploma in Hindustani Music from Central University (New Delhi)

Done Stage Shows of Nearly 6,000 from Age of 7

c) Others : Prathamik (Hindi) Passed with First Class

Permanent Address : VIKRAM VILLA
35 A BIRLA AVENUE MAIN CROSS STREET,ANBU
ESTATE EXTENSION,SERVICE
ROAD,KADIRVEDU,CHENNAI-600066.

Languages Known : Tamil, English,Hindi and Sanskrit

Mother Tongue : Tamil

Nationality : Indian

Total Teaching Experience : 9 years

Current Experience:

Institution : **Dwaraka Doss Goverdhan Doss Vaishnav College(Autonomous)
Post Graduate Department of Commerce.**
Designation : Assistant Professor
(From 16th June 2017 to Till Date)

My Role:

1. To Mentor the assigned batch of students
2. To deliver the lectures of assigned subjects for **both UG and PG courses in Commerce**
3. IQAC coordinator for the Department of Commerce (Evening)
4. Core Committee member of Vaishnav Initiative for Excellence (VIE) Cultural.
5. Organizing Member of Srinath Fine Arts

Previous Institutions:

2. Institution : **Ramakrishna Mission Vivekananda College (Autonomous)**
Designation : **Assistant Professor (1st July 2015 to 31st May 2017)**

(1st July 2015 till Date)

My Role:

1. To mentor the students of my assigned class.
2. To deliver the lectures of assigned subjects for Departments of Accounting & Finance and Bank Management
3. Served as Evening College Placement Coordinator and created placement opportunities for nearly 800 students in 2 years of service.
4. Serving as IQAC Departmental Coordinator
5. Core Committee Member of Vaishnav Initiative for Excellence
6. Core Committee Member of Sri Vallabh Cultural Academy

Conferences attended:

Presented a Research paper on “**Greenwashing-An eye opener**” in an One day National Conference held on 4th June 2022 at on the theme “**INNOVATIVE BUSINESS TRENDS IN RISING INDIA**” **Opportunities and Challenges** organized by **School of Commerce and IQAC Dhanraj Baid Jain College (Autonomous)**

Presented a Research paper on “**Ethical issues on Educational Institutions in India**” in an One day National Conference on 6th June 2022 on the theme “**REDEFINING THE ROLE OF HIGHER EDUCATION IN ENHANCING SUSTAINABLE HUMAN COMPETENCE**” organized by **IQAC Guru Nanak College(Autonomous).**

Presented a Research paper on “**Financial Frauds – types and preventive measures**” in Two days National conference on 24th and 25th June 2022 at Mangalore University, titled “**Digital India: Progress, New Initiatives and Challenges**” sponsored by **ICSSR- Ministry of HRD – Govt of India.**

Presented a Research paper on “**Influence of Six Sigma in BPO and IT industry**” in Two Days International E-Conference on 13th and 14th July 2022 on theme “**Scientific Research in Multidisciplinary Approach (ICSRMA)**” organized by **PG Department of Commerce SRM ARTS AND SCIENCE COLLEGE.**

Presented a Research paper on “**Impact of Greenwashing on Consumer Goods**” in an One Day Virtual International E-Conference on 15th July 2022 on theme “**Global Trends in Social Science & Information Technology (ICGTSSIT-2022)**” organized by **Department of Commerce, Commerce PA, IT and FINANCE PG and RESEARCH DEPARTMENT OF COMMERCE CA, KAMADHENU ARTS AND SCIENCE COLLEGE**

Presented and Published a Research paper in **UGC CARE LIST JOURNAL INDIAN JOURNAL OF NATURAL SCIENCES WITH ISSN – 0976-0997 Vol.13/Issue 73/August 2022 pp no.47134-47138**

on **“GREEN BANKING – A TOOL FOR SUSTAINABLE DEVELOPMENT”** in Two Days International Hybrid Conference on 13th August 2022 on theme **"Emerging Trends in Commerce, Management and Computer Science (ICETCMC-2022)"** organized by **BRINDAVAN COLLEGE Bengaluru”**

Presented a Research paper on **“A STUDY ON CUSTOMER SATISFACTION TOWARDS AUTO GEAR CARS IN CHENNAI CITY”** on 05th February 2023 in the International Conference on **“Impact on Interdisciplinary Research & Innovation cum Researcher Fellowship Award”** organized by Puducherry Art Researcher’s Academy(PARA),Puducherry in collaboration with London Organization of Skill Development Ltd.UK,Global Research Journal & Global Research Conferences.

Presented a Research paper on **“GREENWASHING”** in a Two Days International Conference on 07th and 08th February 2023 titled **“Resurgence of Industry & Commerce in Contemporary India”** organized by Post Graduate and Research Department of Commerce(Shift I) Dwaraka Doss Goverdhan Doss Vaishnav College(Autonomous).

Presented and Published a Research paper on **“GREEN HUMAN RESOURCE MANAGEMENT- PRACTICES ADOPTED BY COMPANIES IN INDIA”** in a Two Days International Conference on 15th and 16th March 2023 on **“Resilient and Sustainable Organizations for Economic Growth and Development organized by PG&Research Programme of Commerce Guru Nanak College(Autonomous) commemorating the Golden Jubilee Celebrations of the Department. ISBN :978-93-91332-62-4.**

Presented a Research paper on **“A STUDY ON CHANGES IN CONSUMER BEHAVIOUR TOWARDS AUTOMATIC TRANSMISSION CARS IN CHENNAI”** in the Two Days International Conference on Commerce,Accounting,Research and Ethical Practices on 3rd and 4th August 2023 in I CARE 2023 organized by the Post Graduate & Research Department of Commerce,Bhaktavastsalam Memorial College for Women.

Presented a Research paper on **“A STUDY ON CUSTOMER BRAND PREFERENCE TOWARDS AMT CARS WITH SPECIAL REFERENCE TO CHENNAI ”** in **“1 Day International Virtual Conference on “Sustainable Evolution on Indian Economy”** Organized by PG & Research Department of Commerce,Sri Kanyaka Parameswari Arts and Science College for Women on 30th August 2023.

Presented a Research paper on **“CLOUD COMPUTING:THE FUTURE APPLICATIONS OF THE FINTECH SECTOR”** in the 1st International Conference on ‘EMERGING TRENDS IN COMMERCE AND MANAGEMENT-ICETCM 2023’ organized by the Department of Commerce,St.Joseph College of Arts and Science for Women,Pagalpatty,Omalur,Salem on 13th October 2023.

Presented a Research paper on **“Sustainable Banking-A path way for future development”** at the International Conference ,**“Digital Transformation in Business”** organized by IQAC in association with Research Department of Commerce in Chevaliar T.Thomas Elizabeth College for Women on 30th November 2023.

Presented a Research Paper on **“GREENWASHING – GRIEF OF CORPORATE SOCIAL RESPONSIBILITY”** in Two Days International Conference on **“Adapt to Change (A2C)”** Organized by the Department of Corporate Secretaryship,Loyola College on 19th January 2024.

Participated and Presented a Research Paper on **“APPLICATIONS OF SOCIAL MEDIA AND ITS IMPACT ON CONSUMERS’ PURCHASE BEHAVIOUR:AN EMPIRICAL STUDY”** in Two Days International Conference on Paramount Business Transformation organized by Department of

Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur on 18th and 19th March 2024.

Participated and Presented A Research Paper Titled “**A STUDY ON IMPACT OF AI APPS ON THE GROWTH OF DIGITAL MARKETING IN INDIAN TELECOM INDUSTRY WITH SPECIAL REFERENCE TO CHENNAI CITY**” in Two Days International Conference on “**NEW BUSINESS FRONTIERS IN THE AI PARADIGM**” organized by **PG and RESEARCH DEPARTMENT OF COMMERCE, LOYOLA COLLEGE (AUTONOMOUS)** on 12th and 13th September 2024.

Participated and Presented a Research Paper Titled “**IMPACT OF CLOUD COMPUTING IN FINTECH SECTOR**” in 1 Day International Conference on “**FDCFS-2024 : THE FUTURE OF DIGITAL CURRENCIES AND THEIR IMPACT ON FINANCIAL SYSTEMS**” organized by the **Department of Business Administration, Ananda College, Devakottai** on 8th October 2024.

Paper Published

Published a Research paper in **UGC CARE LIST JOURNAL “ INDIAN JOURNAL OF NATURAL SCIENCES” WITH ISSN – 0976-0997 Vol.13/Issue 73/August 2022 pp no.47134-47138** on “**GREEN BANKING – A TOOL FOR SUSTAINABLE DEVELOPMENT**” in Two Days International Hybrid Conference on 13th August 2022 on theme “**Emerging Trends in Commerce, Management and Computer Science (ICETCMC-2022)**” organized by **BRINDAVAN COLLEGE Bengaluru**.

Published a Research paper in **Journal of Statistics and Management Systems** on the topic “**STUDY ON THE IMPACT OF SERVICE QUALITY ON THE CUSTOMER SATISFACTION DUE TO E-BANKING SERVICES OF PUBLIC SECTOR BANKS IN CHENNAI**” on 18.09.2022
ISSN 0972-0510 (Print), ISSN 2169-0014 (Online) Vol.25 (2022), No.5, pp.1205–1213
DOI:10.1080/09720510.2022.2094554

Published a Research paper in **GURU NANAK JOURNAL OF MULTIDISCIPLINARY RESEARCH (GNJMDR)** on topic “**GREENWASHING-A COMPULSORY PUSH ON THE ECO BUTTON**” in a Refereed, Peer Reviewed, Bi-Annual Journal with **ISSN:2277-1409 Vol.12 Issue 1, pp.92-94.(01.01.2023 – 30.06.2023)**

Presented and Published a Research Paper on “**GREEN HUMAN RESOURCE MANAGEMENT- PRACTICES ADOPTED BY COMPANIES IN INDIA**” in **UGC CARE LIST –I JOURNAL –The Online Journal of Distance Education and e-Learning (TOJDEL) Volume 11 Issue 2b April 2023 pp.no 2187-2192.**

Presented and Published a Research paper in “**INTERNATIONAL JOURNAL OF LAW AND SOCIAL SCIENCES**” on Topic “**A STUDY ON CHANGES IN CONSUMER BEHAVIOUR TOWARDS AUTOMATIC TRANSMISSION CARS IN CHENNAI**” with **ISSN:2394-4277.**

Presented and Published a Research paper in **Humanities and Social Science Studies, Vol. 12, Issue 2, No. 5, July – December: 2023 UGC CARE APPROVED GROUP I JOURNAL** on Topic “**A STUDY ON CHANGES IN CONSUMER BEHAVIOUR TOWARDS AUTOMATIC TRANSMISSION CARS IN CHENNAI**” with **ISSN:2319-829X pp.no. 177-183.**

Published a Research Paper on “**A study on impact of brand preference towards automatic transmission cars with special reference to chennai City**” in **Journal of Indian School of Political Economy, UGC CARE Group I, Volume:35, No:05, July-December 2023, ISSN 0971-0396.**

Published a Research paper on “Sustainable Banking-A path way for future development” at the International Conference ,”Digital Transformation in Business” organized by IQAC in association with Post Graduate and Research Department of Commerce in Chevaliar T.Thomas Elizabeth College for Women on 30th November 2023 ISBN: 978-81-957433-7-7

Other Academic Activity

Received Life Membership certificate from Indian Academic Researchers Association (IARA) from January 2023 with Membership Number 1144/2023.

Received certificate from **Government of India,Ministry of Commerce and Industry Department for Promotion of Industry and International Trade Office of the Controller General of Patents,Designs and Trademarks** for Attending **NATIONAL INTELLECTUAL PROPERTY AWARENESS MISSION** organized by **Intellectual Property Office,India** on 2nd March 2023 dated 4th March 2023.

Participated in the **5 Days Faculty Development Program** from (14.06.2023 to 18.06.2023) organized by **Dwaraka Doss Goverdhan Doss Vaishnav College(Autonomous).**

Participated in the **5 Days International Virtual Professional Development Program(PDP)** on “**Upskilling Research and its Applications**” organized by **Department of Commerce (Shift II) in Association with IQAC** from (24.07.2023 to 28.07.2023) in **Sri Kanyaka Parameswari Arts & Science College for Women(SKPC).**

Participated in the **1 Day National Workshop on “Research Methodology and Data Analysis”** organized by **PG & Research Programme of Commerce,Guru Nanak College,(Autonomous),Chennai** on 01.09.2023.

Participated in **5 Days National Level FDP** on “**Influence of AI in Teaching & Research**” organized by **Department of Commerce with Computer Applications,Hinduatan College of Arts & Science,Coimbatore-28.** From 04.09.2023 to 09.09.2023

Participated in **One Week (7 Days) Faculty Development Programme** on “**From Research to Publication**” organized by **Post Graduate & Research Department of Commerce,Adhiyaman Arts & Science College for Women,Salem-11.** From 04.09.2023 to 11.09.2023.

Participated in the **1 Day Capacity Building Programme** on “**Data Driven Techniques of Business Intelligence**” organized by **Department of Commerce (Finance & Accounts) Islamiah College(Autonomous),Vaniyambadi-635752** on 05.09.2023.

Resource Person:

1. Acted as Resource person and delivered a guest lecture on the topic “**Greenwashing –An Eye Opener**” to the students of Department of Accounting & Finance (Shift II) organized by Department of Accounting Finance (Shift II) and IQAC “**ANNA ADARSH COLLEGE FOR WOMEN**”

2. Acted as Resource person and organized a quiz for **Queez-e Pedias (General Knowledge Quiz),SMRITI 22** organized by “**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**”

3. Acted as Resource person and organized a Commerce oriented quiz organized by PG and Research Department of Commerce “**ETHIRAJ COLLEGE FOR WOMEN**”

4. Acted as resource person and organized Business Quiz for the UG students of B.Com (General) and BBA in **“SAVEETHA COLLEGE OF LIBERAL ARTS AND SCIENCES”**

5. Acted as Resource person and conducted a Business quiz for PG and Research Department of Commerce (Shift I) organized by PG and Research Department of Commerce (Shift I) in **“ETHIRAJ COLLEGE FOR WOMEN”**

6. Acted as a Guest speaker and delivered a lecture on **“Consumer Protection”** to the II year students of Department of Home Science-Interior Design and Decor organized by IQAC and Department of Home Science-Interior Design and Decor in **SRI SHANKARLAL SUNDARBAI SHASUN JAIN COLLEGE FOR WOMEN.**

7. Acted as Chief Guest cum Judge for the events Paper presentation and Poster making for the Department of Commerce (Accounting & Finance) (Shift II) organized by **the Department of Commerce (Accounting & Finance) (Shift II) SRI KANYAKA PARAMESWARI ARTS & SCIENCE COLLEGE FOR WOMEN.**

8. Acted as Resource person and conducted an Inter Departmental quiz organized by Quiz Club of **“SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)” on 18.01.2024.**

9. Acted as Quiz master and conducted Business Quiz in **“Inter-Collegiate Commerce Fest-2k24”** organized by Department of Commerce-Corporate Secretaryship at Saveetha College of Liberal Arts and Sciences, SIMATS on **20.02.2024.**

10. Acted as a Resource Person and delivered a Guest Lecture on **“Consumer Rights and Responsibilities”** to the II year students of Department of Home Science-Interior Design and Decor organized by IQAC & Department of Home Science-Interior Design and Décor in **SRI SHANKARLAL SUNDARBAI SHASUN JAIN COLLEGE FOR WOMEN on 23.02.2024.**

11. Acted as Judge for Inter College and Inter School Group Song Competition in 42nd CADOFEST at the State Level organized by **5 COMPANY NCC Infantry Dwaraka Doss Goverdhan Doss Vaishnav College (AUTONOMOUS) on 15.03.2024.**

12. Acted as Chief Guest cum Judge for Solo Song and Group Song in **“JAMBOREE-2K24”** Inter Department Cultural Fest organized by T.J.S. College of Arts and Science on **25th March 2024.**

ENRICHMENT PROGRAMMES

- Attended various Faculty Development Programs at Local, State, National and International Level.
- Attended various Workshops at Local, State, National and International Level.
- Attended various Seminars at Local, State, National and International Level.
- Participated and shared the knowledge in various Panel Discussions on the current commerce oriented topics.

ACADEMIC PROFILE

Sl. No.	Course	Name of the Institution	Year of Passing	
1	10 th Std.	Padmashri.Dr.Nalli Kuppuswamy Vivekananda Vidyalaya Junior College (Regd.) (CBSE),Korattur, Chennai-600 080.	April 2007	
2	12 th Std.	Padmashri.Dr.Nalli Kuppuswamy Vivekananda Vidyalaya Junior College (Regd.) (CBSE),Korattur, Chennai-600 080.	March 2009	
3	B.Com	Dwaraka Doss Goverdhan Doss Vaishnav College,(Autonomous). DDGDVC	April 2012	
4	M.Com	Dwaraka Doss Goverdhan Doss Vaishnav College,(Autonomous). DDGDVC	April 2014	
5	M.Phil	Dwaraka Doss Goverdhan Doss Vaishnav College,(Autonomous). DDGDVC	August 2015	
6	MBA (HR)	Tamilnadu Open University (TNOU)	June 2019	
7	SET	Mother Terasa University (Kodaikanal)	Jan 2017	
8	NET	Central Board of Secondary Education	May 2017	
9	Ph.D Commerce	University of Madras Guru Nanak College Chennai.		