

CURRICULUM VITAE

Dr.C.VIJAI . M.Com, Ph.D.,
Assistant Professor
Department of Commerce
St.Peter's Institute of Higher Education and
Research
Avadi, Chennai-600 054
Tamil Nadu
India



Mail: Vijaialvar@gmail.com
Cell: 9600582848

OBJECTIVES:

- ❖ To Learn and teach, organize seminars, workshops and conferences to discuss the current issues concerning the Trade & Commerce policies, and International Economics and its Impact on India and its people.
- ❖ To learn the Scientific Approach of Commerce of education and to inspire the pupils through high learned way of teaching.

TEACHING INTEREST:

- Corporate Accounting
- Cost Accounting
- Banking
- Research Methodology
- Business Environment
- International marketing
- E –Commerce
- Marketing

ACADEMIC PROFILE

Degree	Area of Specialization	Class Obtained	%of Marks	Year of Passing	Nameofthe Institution/University
S.S.L.C	-	Second	54	June, 2004	Government Nandanar Boys Higher Sec. School, Chidambaram, Tamil Nadu, India
H.Sc	Commerce	First	73	March, 2007	Government Nandanar Boys Higher Sec. School, Chidambaram Tamil Nadu, India
M.Com	Accounting and Finance	First	70	May, 2012	Annamalai University, Annamalainagar Tamil Nadu, India
Ph.D	Commerce	Highly Commented		August2016	Annamalai University, Annamalainagar Tamil Nadu, India

DOCTOR OF PHILOSOPHY (Full Time Ph.D)

Thesis Title: "Green Banking Practices of the Commercial Banks in Cuddalore District: An Empirical Assessment"

DOCTORAL FELLOWSHIP RECEIVED

1. Received "**ICSSR Doctoral Fellowship**" from the Indian Council of Social Science Research, Ministry of Human Resource Development, New Delhi for Ph.D. research work titled "*Green Banking Practices of the Commercial Banks in Cuddalore District: An Empirical Assessment*" in January 2015.

SPECIALIZATION: ACCOUNTING AND FINANCE

TEACHING EXPERIENCE

S.No	Experience	Institution
1	From June 2016 to June 2018.	Sriram College of Arts And science, Perumalpattu, Thiruvallur, Tamilnadu -602024
2	From July 2018 till date	St.Peter's Institute of Higher Education and Research Avadi, Chennai-600 054 Tamil Nadu India

RESEARCH EXPERIENCE: 4 Years.

Publication & Citation Record		
S. No.		Google Scholar
1	Citations	6
2	h - index	2

RESEARCH GUIDANCE

M.Phil	Awarded	2
Ph.D	Undergoing	4

AWARDS RECEIVED

S.No	Year of Award	Name of the Award	Awarding Organization
1	December 2019	Most Promising Educators in Higher Education Across India	The Academic Council of uLektz

INTERNATIONAL JOURNAL EDITOR (Conference special issue)

1. Shanlax International Journal of Commerce

National Conference on Contemporary Issues in Commerce and Management Sciences, Department of Commerce, Sriram College of Arts and Science, Perumalpattu, Thiruvallur, Tamilnadu, August 11th2017.

2. International Journal of Exclusive Management Research

International conference on Global Strategies in Business, Banking & Finance and Management, Guru Nanak College, Chennai, - February, 2019.

INTERNATIONAL JOURNAL EDITORIAL BOARD MEMBER

1. International Journal of Commerce and Management Research (**Associate Editor**)
2. International Journal of Management and Commerce (**Editorial board member**)
3. International Journal of Educational Research and Development (**Editorial board member**)
4. International Research journal of interdisciplinary & multidisciplinary studies (**Adviser cum Editorial board member**)
5. Bhattar College Journal of Multidisciplinary Studies (**Editorial board member**)
6. International Journal of Engineering and Management (**Assistant Editor**)
7. International Journal of Multidisciplinary Research and Development (**Associate Editor**)
8. South Asian Journal of Commerce & Management (**Editorial board member**)
9. Inside Journal (**Editorial board member**)
10. International Journal of Research in Engineering, Science and Management (**Editorial board member**)
11. International Journal of Finance and Banking Research (**Editorial board member**)
12. International Journal of Advanced Technology and Science Research (**Editorial board member**)
13. International Journal of Social Science and Economics Research (**Editorial board member**)
14. Indian Journal of Natural Sciences (**Editorial board member**)
15. International Journal in Management and Social Science (**Editorial board member**)
16. International Educational Journal of Social Sciences (**Editorial board member**)
17. International Journal of Advanced Research and Development (**Associate Editor**)
18. Journal of Global Business Insights (**Editorial Advisory Board**)
19. Global Journal of Commerce & Management Perspective (**Editorial board member**)
20. Global Academic Journal of Economics and Business (**Associate Editorial Board**)
21. African Journal of Hospitality, Tourism and Leisure (**Advisory Editorial / Reviewer Board**)
22. International Journal of Recent Technology and Engineering (**Editorial board member**)
23. International Journal of Advance Study and Research Work (**Editorial board member**)
24. The International Journal of Scientific Development and Research (**Editorial board member**)
25. International Research Journal of Management and Commerce (**Editorial board member**)

INTERNATIONAL JOURNAL REVIEWER

1. International Journal of Innovative Research in Engineering and Multidisciplinary Present –Day Science.
2. International Journal of Research and Analytical Reviews.
3. International Journal of Creative Research Thoughts.
4. Journal of Emerging Technologies and Innovative Research.
5. Impact: International Journal of Research in Applied Natural and Social Science.
6. International Journal of Science & Engineering Development Research.
7. International Journal for multidisciplinary Research
8. International Journal of Accounting and Information Management
9. Journal of Accounting, Auditing and Taxation.
10. Global Journal of Management and Business
11. World Journal of Economics and Finance.
12. International Journal of Science Technology Management & Research.

MEMBERSHIP

1. International Society for Research and Development (**Life time Membership**)
2. Social Science and Humanities Research Association (**Life time Membership**)
3. Global Association for Humanities and Social Science Research
(**Life time Membership**)
4. International Association of Educators and Researchers (**Professional Member**)
5. Asia Society of Researchers (**Senior Member**)
6. International Management Research and Technology Consortium (**Research Advisor**)

INTERNATIONAL CONFERENCE COMMITTEE MEMBER

1. The 3rd International Conference on Academic Science and Engineering (ICASAE-2020) in Punjab. on the 14th - 15th February 2020, (**Technical Committee member**)
2. International Symposium on Computing, Networking and Communications (ISCNC 2020) in Tokyo, Japan on October. 9-11, 2020. (**Technical Committee member**)

ORGANIZING CONFERENCE

1. **National Conference on Contemporary Issues in Commerce and Management Sciences**, Department of Commerce, Sriram College of Arts and Science, Perumalpattu, Thiruvallur, Tamilnadu ,August 11th2017.

FACULTY DEVELOPMENT PROGRAMME

1. Attended two-Day Faculty Development Programme on “**Work Life Integration: Challenges and Best Practices**” organized by the Jansons School of Business, Coimbatore on 15th& 16th December 2016.
2. Attended One Day Faculty Development Programme on components of life skill organized by Department of Economics, Sriram College of arts and science, Thiruvallur.14th july.2018.
3. Attended one day “**Faculty Orientation & Train the Trainers Programme**” organized by Institute of Cost Accountants of India,Chennai 15th July , 2017.
4. Attended One Day Faculty Development Programme on “**Changing Trends of Ph.D Research in Global Arena**” organized by the Dhanrajbaidjaincollege, Chennai, 11thAugust 2018.

LIST OF SCOPUS INDEXED JOURNAL PUBLICATIONS

1. Sundari Suresh and Vijai (2019) “Artificial Intelligence Development and Artificial Intelligence in Indian Banking Sector ”.Restaurant Business Journal ,Vol-118-Issue-12-December,PP 360-371 ISSN:0097-8043.
2. Vijai , Natarajan and Elayaraja (2019) “ Citation Tools and Reference Management Software for Academic Writing” GIS Business Journal ,Vol-14-Issue-6-November-December, PP 586-596, ISSN: 1430-3663.

LIST OF WEB OF SCIENCE INDEXED JOURNAL PUBLICATIONS

1. Vijai, Elayaraja, Suriyalakshmi,and Joyce (2019) “The Blockchain Technology and Modern Ledgers Through Blockchain Accounting ” Adalya Journal , Volome 8, Issue 12, December , PP 545-557, ISSN: 1301-2746.

LIST OF PEER REVIEWED / UGC JOURNAL PUBLICATIONS

1. Natarajan, C and **Vijai**, (2013). "**Customers' Perception towards Payment Services Used in E-Banking in Cuddalore District**", THAVAN International Journal of Research in Economics and Banking, Vol.4, No.2, December, pp. 249-252.ISSN 2277 -1093.
2. Natarajan, C and **Vijai**, (2014). "**Work-Life Balance among Women Employees in the Software Companies in Bengaluru City: An Empirical Study**", International Journal of Exclusive Management Research, Vol.1, Special Edition, April, pp. 1-5. ISSN 2249-8672.
3. Natarajan, C and **Vijai**, (2014). "**An Empirical Review on the Work Stress of Employees in Life Insurance Corporation of India**", Emerging Paradigms in Management Research, February 27-28, Tiruchengode, pp. 34- 41. Madurai: Shanalax Publications. ISBN 978-93-80686-96-7.
4. Natarajan,C and **Vijai** (2014) **Challenges and Opportunities of Entrepreneurship in India in the Rural Context**. Entrepreneurial Perspectives and Emergence. August, 7-8, -pp.207-210, Alagappa University Publication, Karaikudi. ISBN 978-93-804002-6-9.
5. Natarajan, C and **Vijai** (2015). "**Work Stress among Women Employees in IT Sector: An Empirical Study**", The Indian Pages: International Journal of Multidisciplinary Research, Special Edition, February, pp. 6-13. ISSN 2278 2311.
6. Natarajan, C and **Vijai** (2015). "**Employee Engagement Programmes of the Select Information Technology Companies in Chennai: An Empirical Study**", International Journal of Commerce, Vol.2, No.2, Special Edition, August, pp.220-226. ISSN 23949597.
7. **Vijai** and Natarajan, C (2015). "**Employees' Perception towards In- House Green Banking Activities of the Commercial Banks in Cuddalore District**", Journal of Exclusive Management Science, Vol.4, No. 10, October, pp. 1-5. ISSN 2277 5684.
8. Natarajan, C and **Vijai** (2015). "**Customers' Awareness towards Green Banking Products of the Select Commercial Banks in Cuddalore District:An Empirical Assessment**", International Journal of Management Research, Vol.3,No. 10, October, pp.1-5. ISSN 23486724.
9. Natarajan, C and **Vijai**, C (2015). **Customers' Perception towards Departmental Stores: A Study with Special Reference to Coimbatore City**. Retail Marketing: Opportunities and Challenges. May, pp.22-29. Siva Pathipagam, Kuttalam, ISBN 978-93-8050.
10. **Vijai** (2016)."**Green banking in India**' 'International Society for Research Activity September, ISSN 23498684.
11. **Vijai** (2016) "**Green Marketing In India**", Jamal Academic Research Journal: an interdisciplinary, Vol 9No.1 (1) September, ISSN 0973 -0303.
12. Marimuthu and **vijai** (2016) **Social media marketing in India**. EPRA International Journal of Multidisciplinary Research, Volume: 2 Issue: 12 December, ISSN (Online): 2455-3662.
13. **Vijai** (2016) "**Social media marketing on small scale business**" Global academic research, Vol: IV.Issue: VIII, ISSN: 2347-3592.

14. **Vijai and seenivasan (2016) Smart City in India -case study of Chennai city.** International Journal of Multidisciplinary educational research. Volume 5, Issue 12(1) December, ISSN: 2277-7881.
15. **Vijai.C (2016) Micro, Small and Medium Enterprises in India – A case Study.** Poseidon Journal of Commerce, Management and Social Science, volume .5 No.2 December, ISSN: 2319-6238.
16. **Vijai (2017) “Growth and Challenges in Digital Marketing in India”.** Shanlax Publications, ISBN : 978-93-85977-88-6.
17. **Vijai (2017) “A study on E – Customer Relationship Management in ICICI Bank with Special Reference to Chidambaram Town”** International journal of social science, volume :07,March,ISSN :2394-1316.
18. **Vijai (2017) “Indian civil aviation industry “International Journal of Multidisciplinary Research and Development. Volume 4; Issue 5; May 2017; Page No. 223-228.**
19. **Dr.R.Venkatasamy& Vijai,(2017) Digital India and Its Impact,**Shanlax International Journal of Commerce, volume – II, August, ISSN: 2320-4168
20. **Dr.Sundari Suresh & Vijai,(2017) Electronic Human Resource Management (e-HRM),** Shanlax International Journal of Commerce, volume – II, August, ISSN: 2320-4168
21. **Vijai(2017,) A Study on Mobile Commerce in India,** Shanlax International Journal of Commerce, volume – II, August, ISSN: 2320-4168.
22. **Vijai& Dr.V.Selvam, An Overview of Indian FMCG Sector, International Journal of Social Sciences,** Vol. 3, Special Issue: 08, September, 2017, ISSN 2394-1316.
23. **Dr. Sundari Suresh & Vijai,(2018) Global climate change and its impact on Indian products: a study on patanjali Ayurved limited,** International Review of business and economics, vol 2, February , ISSN: 2474 -5138.
24. **Arumugam &Vijai,(2018) A study on green HRM practices in an organization ,** International Review of business and economics, Volume 2, February , ISSN: 2474 -5138.
25. **Vijai (2018), A Study on Conceptual framework of human recourse accounting in India,** International Journal of research in humanities, arts and science, volume – II, February, EISSN: 2456 - 5571.
26. **Dr. Sundari Suresh & Vijai, (2018) Medical Tourism in India,** Journal of Business Research, Volume 1, Issue 28, February, Issn2248-9711.
27. **Dr. Sundari Suresh &Dr.C.Vijai, 2018) Goods and services tax in India: a study on benefits and challenges,**Shanlax International Journal of Commerce, volume – 6, March, ISSN: 2320-4168.
28. **Vijai,(2018) Foreign direct investment (FDI) in Indian retail sector,**International Journal of Social Sciences,Vol. 3, Special Issue: 09 ,March, ISSN 2394-1316.
29. **Vijai (2018), A Study of Non-performing assets of public sector banks in India,** Journal of International business operation and trade policy,vol 2,No 1.

30. Dr.V.Soundarajan & **Dr.C.Vijai**, (2018) **Consumer satisfaction towards reliance jio sim with special reference to Thiruvallur district**, Business management:Emerging issues and challenge,ISBN 978-81-936929-0-5.
31. Dr.MU.Arumugam and Dr.c.vijai (2018) **Problems and Opportunities of Women Entrepreneurs in India**, Bodhi International Journal of Research in Humanities, Arts and Science ,Vol.2 No. 2 January , e-ISSN: 2456-5571.9
32. Vijai (2018) **Convergence of International Financial Reporting Standards (IFRS) With Indian Perspectives: Issues and Challenges**, Journal of Commerce, Accounting and Finance Management, Volume 1 Issue 2.
33. Dr. Sundari Suresh & Dr.C.Vijai,(2018) **Rural Marketing in India Challenges and Opportunities**, International Journal of Emerging Technology and Innovative Research, Volume 5,September,ISSN - 2349-5162.
34. Dr.C.Vijai (2018) **A Study on the Performance of Mudra Yojana in Tamilnadu**,Journal of Banking, Finance and Insurance Management, Volume 1 Issue 2,2018
35. Arumugam and Vijai (2018) **Impact of Industrial Pollution on Land, Water and Agricultural Production in Sipcot Industrial Region in Tamilnadu**. Bodhi International Journal of Research in Humanities, Arts and Science. Volume 2.April, E-ISSN: 2456-5571.
36. Vijai (2018) **A Study on Customer's Awareness on Green Banking Initiatives in Selected Public and Private Sector Banks With Special Reference to Cuddalore District**, International Journal of Innovative Research in Science, Engineering and Technology, Vol. 7, Issue 11, November 2018. ISSN 2347-6710.
37. **Srividhya and Vijai (2018) Customer Acuity towards the Practice of Branded Toothpastes – An Analytical Study**, International Journal of Science and Research, Vol. 7, Issue 11, November 2018.ISSN : 2319-7064.
38. **Vijai (2019) Forms and Legal Framework of Environmental Accounting in India**, Journal of Commerce, Accounting and Finance Management Volume 2 Issue 1.
39. **Vijai (2019) Fintech in India – Opportunities and Challenges**, SAARJ Journal on Banking & Insurance Research, Vol 8, Issue 1, January 2019,ISSN: 2319-1422.
40. **Vijai (2019) Artificial Intelligence in Indian Banking Sector: Challenges and Opportunities**, International Journal of Advanced Research, ISSN: 2320-5407 Int. J. Adv. Res. 7(5), 1581-1587.
41. **Vijai (2019) Mobile Wallet and its Future in India**, Journal of Emerging Technologies and Innovative Research, Volume 6, Issue 5,May 2019, ISSN-2349-5162.
42. **Elayaraja and Vijai, (2019) “Customer Perception towards Organic Products - A Study With Reference to Chennai City”** International Journal of Advance Research and Innovative Ideas in Education ,Vol-5-Issue-4 , PP 1018-1022, ISSN: 2395-4396.
43. **Monika and Vijai, (2019) “A Study on Impact of Social Media Marketing on Consumer Buying Behaviour In Chennai City”** International Journal of Advance Research and Innovative Ideas in Education, Vol-5,Issue-4 , PP 1023-1029, ISSN: 2395-4396.
44. **Vijai and Anitha , (2020) “Information Technology in Indian Banking Sector Some Recent Developments”** Shanlax International Journal of Commerce ,Vol-08-Issue-01-January , PP 65-71, E-ISSN: 2582-0729.

PARTICIPATION IN SEMINARS, CONFERENCES AND WORKSHOP

1. Attended one-day State Level Seminar on "**Cooperatives Today in Tamilnadu**" organized by the Department of Commerce, Annamalai University, Annamalainagar on 5th March 2013.
2. Attended one-day State Level Seminar on "**Recent Trends in Indian Capital Market**" organized by the Department of Commerce, Annamalai University, Annamalainagar on 6th March 2013.
3. Attended two-day National Level Seminar on "**Exploring Opportunities for Extension and Outreach Services through Commerce Education**" organized by the Department of Commerce, Annamalai University, Annamalainagar on 22nd February 2014.
4. Attended two -day National Level Workshop on "**Accounting in 21st Century -some Emerging Dimensions**" organized by the Department of Commerce, Annamalai University, Annamalainagar on 3rd and 4th March 2014
5. Attended two-day National Level Symposium on "**Multifarious Dimensions of International Business**" organized by the Department of Commerce, Annamalai University, Annamalainagar on 13th and 14th March 2014.
6. Attended two-day National Level Symposium on "**Primordial Sentiments and Human Rights Activism in Indian Scenario**" organized by the Department of History, Annamalai University, Annamalainagar on 24th and 25th March 2014.
7. Attended two-day Entrepreneurial Development organized by Programme Department of Economics, Sriram College of arts and science, 14th July. 2018 Thiruvallur.
8. Attended one-day Special Workshop on "**Research in Commerce: A Focus on Case Study Method**" organized by the Department of Commerce, Annamalai University, Annamalainagar on 30th July 2014.
9. Attended one-day Special Lecture on "**Dimension of Research in Commerce**" organized by the Department of Commerce, Annamalai University, Annamalainagar on 2nd September 2014.
10. Attended one-day Workshop on "**Investment Avenues and Trading Strategies**" organized by the Department of Business Administration, Annamalai University, Annamalainagar on 23rd September 2014.
11. Attended one-day National Workshop on "**Innovative Approaches in Entrepreneurial Development**" organized by the Saradha Gangadharam College, Pondicherry on 27th September 2014.
12. Attended one-day National Workshop on "**Commodity Market and Investment Strategies**" organized by the Commerce Wing, Directorate of Distance Education, Annamalai University, Annamalainagar on 28th November 2014.
13. Attended one-day Workshop on "**User Awareness Programme on Shodhganga: A Repository of Indian Thesis and Dissertations**" organized by the Department of Library and Information Science, Annamalai University, Annamalainagar on 4th February 2015.
14. Attended two-day Workshop on "**SMARTY (Yoga for Self-esteem, Memory Development, Assertiveness in Communication, Rapid Reading, Thoughtful Thesis Writing)**" organized by the Department of Library and Information Science. Annamalai University, Annamalainagar on 4th February 2015.

15. Attended one-day Workshop on "**Enriching and Empowering Entrepreneurial Skills among Students Organized**" by the Directorate of Distance Education, Business Administration Wing, Annamalai University, Annamalainagar on 12th March 2015.
16. Attended one-day National Seminar on "**Recent Trends in Research in Commerce**" organized by the PG and Research Department of Commerce, ThiruKolanjiappar Government Arts College, Vridhachalam 13th March 2015.
17. Attended two-day National Level Training Programme on "**Application of Econometric Techniques and Use of SPSS Software for Data Analysis**" organized by the Department of Economics, Annamalai University, Annamalainagar on 16th and 17th 2015.
18. Attended one-day State Level Seminar on "**Innovative Challenges In Business Studies By2020**" organized by the Department of Commerce & Management, Sri Vinayaga College Of Arts & Science, Ulundurpet, Villupuram on 11th February 2016.
19. Attended one-day Seminar on "**Organic farming and sustainable agriculture**" Organized by the Directorate of Distance Education, Economics Wing, Annamalai University, Annamalainagar on 2nd and 3rd March 2016.
20. Attended one day International seminar on Measurement of "**Quality Publications: Issues, Challenges and Opportunities**" Organized by Department of Library and Information Science, Periyar University, Salem on November 23, 2016.
21. Attended one day National seminar on "Goods & Services Tax insolvency & bankruptcy code and Demonetization" Organized by Department of commerce, Sri Theagaraya college, Chennai on March 11, 2017.
22. Attended one day Seminar on A Teacher's Congruence on "**Empowering Teacher to Prepare Professionals of Tomorrow**" Organized by The Institute of Company Secretaries of India, Kamarajar Arangam, Chennai on July 2nd 2017.
23. Attended Two day National conference on "**Climate Change, Vulnerabilities and livelihood Resilience: growing concerns and stiffening challenges**" Organized by Hindu college, Chennai on 9th 10th March 2018.
24. Attended one day Seminar on "**Finance Bill and the Companies (Amendment) Act 2017**" organized by Sir Theyagaraya College, 17th March 2018.
25. Attended one day **Workshop on Mechanism of thesis writing** organized by DRBCCC Hindu College, Chennai. 16th and 17th November 2018.
26. Attended one day Workshop on **Basic diploma programme on Goods and Service Tax** "Organized by Powertech Innovations, Chennai.
27. Attended Three-day's Workshop on "**Revised NAAC Framework and Outcome Based Education**" **Organized** by the IQAC St. Peter's Institute of Higher Education and Research, Chennai on 8th to 10th February 2019.
28. Attended Four -day's Workshop on "**Innovation Practices in Higher Education Institutions**" **Organized** by the IQAC St. Peter's Institute of Higher Education and Research, Chennai on 24th to 28th June 2019.

PAPERS PRESENTED

1. Presented a paper titled "**Customers' Perception towards Electronic Banking Services of the Commercial Banks in Salem District**" in the National Conference on "Banking and Finance" organized by the Rajagiri Centre for Business Studies, Cochin on 20th February, 2013.
2. Presented a paper title "**E-recruitment : The Paradigm Shift**" in the International Conference on "Challenges and Strategies for Vibrant Management" organized by the Department of Management Studies, Mahendra Engineering College, Tiruchengode on 15th, 16th& 17th April, 2013.
3. Presented a paper titled "**Customers' Perception towards Payment Services Used in E-Banking in Cuddalore District**" in the National Seminar on "Inclusive Banking Through Technology" organized by the PG and Research Department of Commerce, Periyar EVR College, Tiruchirappalli on 21st February 2014.
4. Presented a paper titled "**Customers' Satisfaction towards Retail Banking of the Commercial Banks : An Empirical Study**" in the 3rd International Conference on "Competency Building Strategies in Business and Technology for Sustainable Development" organized by the Sri Ganesh School of Business Management, Salem on 25th February 2013.
5. Presented a paper titled **E-banking Problems in India** in the 3rd International Conference on "Competency Building Strategies in Business and Technology for Sustainable Development" organized by the Sri Ganesh School of Business Management, Salem on 25th February 2013.
6. Presented a paper titled "**An Empirical Review on the Work Stress of the Employees in Life Insurance Corporation of India**" in the International Conference on "Emerging Paradigms in Management Research" jointly organized by the Vivekananda Group of Institutions, Tiruchengode and Mother Teresa Women's University, Kodaikanal on 27th and 28th February 2014.
7. Presented a paper titled "**Farmers' Awareness of Intellectual Property Rights in Salem District: An Empirical Study**" in the National Seminar on "Intellectual Property Rights" organized by the Economics Wing, Directorate of Distance Education, Annamalai University, Annamalainagaron 19th and 20th March 2014.
8. Presented a paper titled "**An Empirical Evaluation on the Problems of Micro Enterprises in Villupuram District**" in the National Seminar on "Creativity and Innovation for Contemporary Managerial Issues" organized by the Department of Management Studies, Periyar Maniammai University, Thanjavur on 26th March 2014.
9. Presented a paper titled "**Work-Life Balance among Women Employees in the Software Companies in Bengaluru City: An Empirical Study**" in the National Conference on "Innovative Management Practices & Technology for Skill Development" organized by the Department of Management Studies, Sakthi Mariamman Engineering College, Chennai on 4th April 2014.
10. Presented a paper titled "**Problems of Micro Entrepreneurs in Cuddalore District: An Empirical Study**" in the National Conference on "Innovative Management Practices & Technology for Skill Development" organized by the Department of Management Studies, Sakthi Mariamman Engineering College, Chennai on 4th April 2014.

11. Presented a paper titled "**Organizational Climate in the Neyveli Lignite Corporation Limited: An Empirical Assessment**" in the National Conference on "National Paradigm for Corporate Sustenance - 3 Ps (Plant, People and Profit)" organized by the Post Graduate and Research Department of Corporate Secretaryship, Bharathidasan Government College for Women, Puducherry on 25th and 26th July 2014.
12. Presented a paper titled "**Challenges and Opportunities of Entrepreneurship in India in the Rural Context**" in the International Conference on "Entrepreneurial Perspectives & Emergence" organized by the Alagappa Institute of Management, Alagappa University, Karaikudi on 7th and 8th August 2014.
13. Presented a paper titled "**Retail Banking Services of the Regional Rural Banks: An Empirical Study**" in the International Seminar on "Global Economic Revival: A Changing Scenario" organized by the Department of Business Administration & PG Department of Commerce (SF), Jamal Mohamed College, Tiruchirappalli on 16th and 17th August 2014.
14. Presented a paper titled "**Entrepreneurial Problems in India**" in the National Conference on "Emerging Challenges & Opportunities of the Indian Business in Global Scenario" organized by the IQAC, PG and Research Department of Commerce, Vysya College, Salem on 11th September 2014.
15. Presented a paper titled "**Opportunity and Challenges of Green Marketing**" in the International Conference on "Transition from Inertia to Implementation" organized by Adaikalamatha Institute of Management and Research, Thanjavur, on 13th September 2014
16. Presented a paper titled "**Cadre Difference and Demographic Factors and Its Influence on Ethical Orientation among Bank Employees in Salem City: An Empirical Study**" in the National Conference on "Emerging Trends in Management" organized by the Department of Management Studies, VMKV Engineering College, Vinayaka Missions University, Salem, 19th September 2014.
17. Presented a paper titled "**Corporate Social Responsibility in a Changing Business Scenario**" in the National Seminar on "Social Rejuvenation through Corporate Social Responsibility" organized by the Department of Commerce, K.S.Rangasamy College of Arts & Science (Autonomous), Tiruchengode on 20th September 2014.
18. Presented a paper titled "**The Entrepreneurship Development in India**" in the National Level Conference on "Entrepreneurship" organized by the Department of Commerce, Annai College, Kumbakonam on 16th October 2014.
19. Presented a paper titled "**Patients' Perception towards Services of the Select Multispecialty Hospitals in Salem District**" in the National Seminar on "Application of Health Economics in Health Care Planning and Management" organized by the Economics Wing, Directorate of Distance Education, Annamalai University, Annamalainagar on 5th & 6th November, 2014.
20. Presented a paper titled "**Economic Impact of Organized Retail Outlets on the Unorganized Small Traders : An Empirical Study**" in the International Conference on "Contemporary Global Economic Issues" organized by the Department of Economics, University of Allahabad, Allahabad on 11th-14th December 2014.
21. Presented a paper titled "**Customers' Perception towards Departmental Stores: A Study with Special Reference to Coimbatore City**" in the National Seminar on "Retail Marketing: Opportunities and Challenges" organized by the PG and Research Department of Commerce, Poompuhar College, Melaiyur

- on 22nd December 2014.
22. Presented a paper titled "**The Banking Services in the Retail Marketing in India**" in the National Seminar on "Retail Marketing: Opportunities and Challenges" organized by the PG and Research Department of Commerce, Poompuhar College, Melaiyur on 22nd December 2014.
 23. Presented a paper titled "**Micro-insurance in India : Problems and Prospects**" in the National Seminar on "Strategies for Enhancing Competitiveness of Indian Corporate Sector" organized by the Department of Corporate Secretaryship, St.Xavier's College, Palayamkottai on 8th January 2015.
 24. Presented a paper titled "**Challenges in the Adoption of Green Initiatives for Business Sustainability**" in the National Seminar on "Business Sustainability through Green Practices" organized by the Department of Commerce, Sri PSG Arts and Science College for Women, Sankari, Salem on 30th January 2015.
 25. Presented a paper titled "**Employees' Perception towards Organizational Justice in Magnetite Companies: An Empirical Study**" in the International Conference on "Competency Building Strategies in Business and Technology for Sustainable Development" organized by the Department of Management Studies, Sri Ganesh School of Business Management, Salem on 20th February 2015.
 26. Presented a paper titled "**Work Stress Among Women Employees in IT Sector: An Empirical Study**" in the National Seminar on "Global Business Environment: Challenges and Opportunities" organized by the Department of Commerce, Periyar University Constituent Arts and Science College, Idappadi, Salem on 27th and 28th February 2015.
 27. Presented a paper titled "**A Study of Joint Sales Promotion with Special Reference to Organized Retail**" in the National Conference on "Recent Trends in Retail" organized by the Department of Commerce, SMT. Indira Gandhi Govt. First Grade Women's College, Sagar, Karnataka on 21st February 2015
 28. Presented a paper titled "**Awareness of Rural on their Rights in Cuddalore District**" in the National Conference on "Contemporary Issues in Women Rights with Special Reference to Status of Women" organized by the Political Science & Public Administration Wing, Directorate of Distance Education, Annamalai University, Annamalainagar on 20th and 21st March 2015.
 29. Presented a paper titled "**Tourists Perception towards Marketing of Tourism Services in Tamilnadu: An Empirical Study,**" In the UGC Sponsored two-day National Level Seminar On "Service Sector: The Engine of Growth for Indian Inc: The Convergence of Ideas" organized by the Department of Commerce & Management, Government College for Women, Mandya, Karnataka in association with Mandya District Cooperative Milk Producers' Societies Union Limited on 22nd and 23rd April 2015.
 30. Presented a paper titled "**Ethical Issues in Banking Industry: An Empirical Study**" in the two-day International Conference on "Innovation in Commerce and Management" organized by the PG & Research Department of Commerce, A.V.C. College (Autonomous), Mannampandal, Mayiladuthurai on 10th and 11th August 2015.
 31. Presented a paper titled "**Employee Engagement Programmes of the Select Information Technology Companies in Chennai: An Empirical Study**" in the "International Indian Business Conference" organized by the PG& Research Department of Commerce, AVS College of Arts & Science, Salem on 21st

August 2015.

32. Presented a paper titled "**Customers' Awareness on Green Banking Products of the Commercial Banks in Cuddalore District: An Empirical Study**" in the "National Level Seminar on "Recent Trends in Marketing"organized by the Department of Commerce and Business Administration,Mass College of Arts and Science, Kumbakonam on 30th October 2015.
33. Presented a paper titled "**Impact of Organizational Climate In The Select Cement Companies In Ariyalur District : Empirical Study**" in the National Conference on "Emerging Trends in Management" organized by the Department of Management Studies, VMKV Engineering College, Vinayaka Missions University, Salem 18thMarch 2016.
34. Presented a paper titled "**Green banking india**" in the National Conference on " Innovation needed in commerce economics and management to meet the present crises and craze" organized by the Mangayarkarasi College of arts and science for women,Madurai, 24th September 2016.
35. Presented a paper titled "**Green marketing in india**" in the National seminar on "Growth strategies for business development in india,organized by the graduate department of commerce ,jamal Mohamed college ,Tiruchirappalli 28th September 2016.
36. Presented a paper titled "**A study on E – Customer Relationship Management in ICICI Bank with Special Reference to Chidambaram Town**" in the International Conference on " Recent Advances in E-Business : challenges and opportunities " organized by the Department of Commerce,VivekanandhaCollge of arts and science for women,Tiruchengode, Namakkal,2nd& 3rd February 2017.
37. Presented a paper titled "**A study on Customer Satisfaction Towards Airtel with Special Reference to Chennai City**" In the National conference on Emerging trends in business and management : issues and challenges ,Organized by the department of business administration ,Shanmuga Industries Arts and Science College,Tiruvannamalai, 23rd February 2017.
38. Presented a paper titled"**Electronic payment system: An Evolution in Indian banking system**' In the National conference on Impact of Demonetization in Banking and Retail sector in India ,Organized by the Thiruthangalnadar college,Chennai 24th February 2017.
39. Presented a paper titled "**Education in India : structure, statistics & challenges**" in the National seminar on " Quality Enrichment and excellence in Indian higher Education system in the era of globalization ,organized by the Dhanrajbaid jain college, Chennai 25th& 26th February 2017.
40. Presented a paper titled "**Growth and challenges in digital marketing in India**" in the International Conference on " Digital India –The unfolding opportunities and challenges " organized by the The faculty of management and computer applications,Vivekanandha institute of information and management studies ,Tiruchengode, Namakkal,2nd March 2017.
41. Presented a paper titled "**Make in india: prospects and challenges** " in the ICSSR Sponsored Two day National Seminar on "Make in India – Opportunities and challenges organized by the Sri S. Ramasamynaidu memorial college,Sattur, 16th& 17thMarch ,2017.
42. Presented a paper titled "**Green Supply Chain Management** " in the National Conference on "Driving Sustainability in Supply Chain Management by leveraging New Business Models ,organized by the Business School, AMET University ,Chennai 18th March 2017.

43. Presented a paper titled "**A Study on Issues and Challenges of Women Empowerment In India**" in the ICSSR Sponsored Two day National Seminar on "Gender Equality :Mainstreaming Women" organized by the Political Science & Public Administration Wing, Directorate of Distance Education, Annamalai University, Annamalainagar on 30th and 31st March 2017.
44. Presented a paper titled "**A study on current status of E- Commerce in India** "in the ICSSR Sponsored One day National seminar on "Innovations and Challenges in Global business management ,organized by the Dhanraj baid jain college,Chennai 28thJuly 2017.
45. Presented a paper titled "**Digital India and Its Impact**" in the National Conference on "contemporary issues in commerce and management sciences" Organized by the Department of commerce ,Sriram college of arts and science ,Perumalpattu,Thiruvallur, 11th August 2017.
46. Presented a paper titled "**Electronic Human Resource Management (e-HRM)**" in the National Conference on "contemporary issues in commerce and management sciences" Organized by the Department of commerce ,Sriram college of arts and science ,Perumalpattu,Thiruvallur, 11th August 2017.
47. Presented a paper titled "**A Study on Mobile Commerce in India**" in the National Conference on "contemporary issues in commerce and management sciences" Organized by the Department of commerce ,Sriram college of arts and science ,Perumalpattu,Thiruvallur, 11th August 2017.
48. Presented a paper titled "**Foreign Direct Investment (FDI) in indian retail sector** " in the National Conference on " India's foreign policy with neighboring countries " organized by the PG& Research department of commerce ,Vivekanandha college of arts and science for women ,Tiruchengode, Namakkal,24th& 25th January 2018.
49. Presented a paper titled "**Global climate change and its impact on Indian products: a study on patanjali ayurved limited**" in the International Conference on" climate and environmental challenges: retrospect and prospect "Organized by the Asian management economics commerce association, Jaya college of arts and science, Thiruninraur, Chennai 6th February 2018.
50. Presented a paper titled "**Medical Tourism In India** " in the National Business Research Conference on" Emerging Trends In Commerce and Management In The Present Decade (ETCM'18') Organized by the DRBCCC Hindu College, Chennai.24th February 2018.
51. Presented a paper titled "**A study on conceptual framework of human recourse accounting in India**"in the International Conference on "Commerce economics and management an interdisciplinary perspective "Organized by the Mangayarkarasi College of arts and science for women, Madurai, 26th February 2018.
52. Presented a paper titled "**E-HRM Prospective in Present Scenario** "in the National Conference on "Changing Paradigms in management Practices "Organized by the Guru Nanak College, 2nd March 2018.
53. Presented a paper titled "**A Study of Environmental Accounting Practices in Selected Indian Companies**" in the "International Conference "Research Ethics and Innovation in Management" organized by the PG& Research Department of Commerce, AVS College of Arts &Science, and Salem on 30th July 2018.

54. Presented a paper titled "**The Future of Omni Channel Retailing**" in the "International Conference "Social media for social causes" organized by the PG& Research Department of Commerce, Hindustan college of Arts & Science, Coimbatore on 05th October 2018.
55. Presented a paper titled "**Implications of Emerging Electronic Payment Systems in India: A Strategic Overview**" in the "International Conference "Innovation Integration in Commerce, Management and Information Technology" organized by the PG& Research Department of Commerce, Jayagovind Harigopal Agarwal Agarsen College , Chennai on 10th August 2019.
56. Presented a paper titled "**Customer Relationship Management in Electronic Environment** " in the National Conference on "Advancement in Business in the Digital ERA 2019" organized by the PG Department of Commerce (SF), Jamal Mohamed College, Tiruchirappalli on 25th September 2019.

BEST PAPER AWARDS

1. Received a best paper award for the research paper titled "**Work-Life Balance among Women Employees in the Software Companies in Bangalore City: An Empirical Study**" presented at the National Conference on "Innovative Management Practices & Technology for Skill Development" organized by the Department of Management Studies, Sakthi Mariamman Engineering College, Chennai on 4th April 2014.

CO-CURRICULAR AND EXTRA CURRICULAR ACTIVITIES

- ❖ IQAC Coordinator
- ❖ National Service Scheme
- ❖ Board of Studies Member
- ❖ Academic Council Member
- ❖ Various Programme Organizer

TECHNICAL QUALIFICATIONS

- | | | |
|-------------------------|---|----------------------|
| 1. Operating System | : | SPSS 16.0 |
| 2. Application Software | : | MS-Office, Tally 7.2 |

References

Dr.C.Natarajan
 Head, PG Department of Commerce
 Government Arts and Science College for Women
 Karimangalam ,Dharmapuri,Tamilnadu
 Mail:rajanaucdm@gmail.com
 Cell: 9443559477

PERSONAL PROFILE

Name : **Dr.C.VIJAI**

Father's Name : **S.CHANDRASEKAR**

Permanent Address :**Dr.C.Vijai**
 Valluvarstreet,Chinnandikuzhi
 Silambimangalam(post)
 Bhuvanagiri (Taluk)

Cuddalore(District)
Tamil Nadu
India-608 801

Gender : Male
Age and Date of Birth : 31 years, 11.09.1988
Cell : 9600582848
E-mail : drvijai@stpetersuniversity.org
: vijaialvar@gmail.com
Nationality and Religion : Indian, Hindu
Marital Status : Married
Languages Known : English and Tamil

AFFIRMATION

I hereby declare that the particulars furnished in this form are true, complete and correct to the best of my knowledge and belief.

Place: Chennai

Date: 09 / 01/2020

(C.VIJAI)