

SRI SANKARA ARTS & SCIENCE COLLEGE
ENATHUR, KANCHIPURAM
STAFF PROFILE
DEPARTMENT OF _COMMERCE



1.	Name of the Staff	A. DHAKSHINAMOORTHY
2.	Designation	Assistant Professor
3.	Date of Joining	28-06-2010
4.	Mobile Number	8124777970
5.	E-Mail ID	<u>dhakshinamoorthy@sankaracollege.edu.in</u>
6.	Nationality	Indian
7.	Academic Qualification	M.Com.,M.Phil., MA (YOGA)., DYHE
8.	Field of Specialization	Finance & Human Resources
9.	Ph.D Thesis Title	
	Awarding University, Year of Award.	

10. Work Experience (in chronological order):

S.No.	Name of the Institution	Designation	Period
1.	Sri Sankara Arts and Science College, Enathur, Kanchipuram.	Assistant Professor	28-06-2010 To Till Date
2.	GTM College of Arts and Science, Gudiyattam	Guest Lecturer	25-07-2009 To 28-05-2010
3.	KAR Polytechnic College, Solur, Ambur	Lecturer	03-06-2007 To 05-07-2009
4.	Tirupattur Arts and Science College, Tirupattur.	Lecturer	25-07-2006 To 10-05-2007

11. Other Academic and Administrative Responsibilities:

S.No.	Name of the Institution/Committee	Position	Period
1.	Attendance Committee	Member	2012 - 2013
2.	C – Club	Co-Ordinator	2017 - 2018
3.	IQAC	Member	2014 – 2015 To Till Date
4.	Academic Audit Committee	Member	2016 – 2017 To Till Date

12. Publications:

S.No.	Title	Journal	Pages
1.	Entrepreneurship And Environmental Factors	India Today – Opportunities & Challenges	66 – 70
2.	A Study on Marketing of LIC products of Chennai Division.	Emperor International Journal of Finance and Management Research	739 – 744
3.	Marketing of LIC Products of Kanchipuram Division.	Emerging Trends in Services Sector in the Transformation of the Indian Economy	40 – 44
4.	Impact of Marketing strategies of product in LIC.	Emperor International Journal of Finance and Management Research	139 – 145
5.	A Study on Employee Efficiency in LIC	National Level Seminar on Nurturing Innovation and Creative Ideas In Entrepreneurship	80 – 83
6.	Pricing Strategies – Its Role and Relevance in achieving objectives.	A Handbook of Research Articles on Commerce and Management.	159 – 160
7.	A STUDY ON EFFECTIVENESS OF THE ORGANIZATIONAL CLIMATE ON JOB SATISFACTION OF HATSUN AGRO PRODUCT LIMITED, KANCHEEPURAM	JICR JOURNAL ISSN: 0022 – 1945 VOLUME – XII, ISSUE V MAY, 2020	1202 – 1213
8.	A STUDY ON FACTORS INFLUENCING ABOUT ELECTRONIC BANKING SERVICES: WITH SPECIAL REFERENCE TO KVB IN VELLORE CITY.	JICR JOURNAL ISSN: 0022 – 1945 VOLUME – XII, ISSUE V MAY, 2020	1396 – 1404

13. Awards / Distinction :

S.No.	Name of the Award	Venue	Period

14. Membership in Professional Bodies:

S.No.	Name of the Membership	Venue	Period

15. Seminars Conferences organized /Participation:

S.No.	Program Attended	Place	Organized/ Participated	Period
1.	National Conference on “India Today – Opportunities & Challengedges”	KCS Kasi Nadar Colege of Arts & Science, Chennai.	Participated	October - 2018
2.	International Conference on “Economic Transformation For Inlusice Growth And Development”	Cochin University of Science and Technology, Kochi.	Participated	March – 2018
3.	National Seminar on “Impact of GST”	Pattammal Alagesan College of Arts & Science	Participated	February - 2018
4.	Margadarshan & COMM EXPO – 2018	Sri Sankara Arts and Science College, Enathur	Organized	March – 2018
5.	National Level Personality Development Conference - Margadarshan	Sri Sankara Arts and Science College, Enathur	Organized	March – 2017
6.	National Conference on “Towards Achieving Excellence In Higher Education”	Sri Sankara Arts and Science College, Enathur	Participated	December – 2017
7.	National Level Seminar on Nurturing Innovation and Creative Ideas In Entrepreneurship	Valliammal College For Women, Chennai.	Participated	October – 2016
8.	National Level Seminar on “Current Issues In Commerce and Management”	King Nandhivarmn College of Arts & Science, Thellar.	Participated	March – 2016
9.	International Conference on “Emerging Trends In Service Sector In the Transformation of the Indian Economy”	Bishop Heber College, Trichy.	Participated	December – 2017
10.	International Conference on “Commerce and Management of Tamilian During Sangam Period”	Govt. Thirumagal Mills College, Gudiyattam.	Participated	February - 2015

11.	ELIXIR – 2013 Science Exhibition	Sri Sankara Arts and Science College, Enathur	Organized and Guided	October – 2013
12.	National Seminar on”Melting Indian Rupee”	Ranipettai Engineering College, Walaja.	Participated	September – 2013
13.	National Seminar on the Emerging Trends In Banking Sector, Margadarshan	Sri Sankara Arts and Science College, Enathur	Organized	March – 2013
14.	International Seminar on “Health Economics & Management’	Rajah Serfoji Govt. College, Thanjavur.	Participated	December – 2011
15.	State Level Inter College Personality Development Symposium, Margadarshan.	Sri Sankara Arts and Science College, Enathur	Organized	March – 2012
16.	Margadarshan – Personality Development Conference.	Sri Sankara Arts and Science College, Enathur	Organized	August – 2010
17.	National Seminar on “Corporate Governance & Brand Image India INC	Islamiah College, Vaniyambadi.	Participated	March – 2009

16. Participated as Resource Person:

S.No.	Program	Venue	Period

17. Workshop & Training Programmes:

S.No.	Programe	Venue	Period
1.	Faculty Development Workshop on “Digital Learning Resources”	Organized by IQAC of Sri Sankara Arts and Science College, Enathur	February – 2018

2.	Faculty Development Programme on “Computer Applications for Effective Teaching and Research”	Organized by Career Guidance and Placement Cell, Sri Sankara Arts and Science College, Enathur	October – 2014
3.	Training Programme for Teachers	Sri Kanchi Kamakoti Peetam, Kanchipuram.	May – 2013
4.	LaTeX 5 DAYS FDP on SPOKEN TUTORIAL PROJECT IIT, BOMBAY	IIT BOMBAY	27th April to 1st May 2020
5.	Online FDP on “ MY LIFE ,MY PRIDE MY CAREER”	Patrician College, Chennai	18th May 2020
6.	IQAC sponsored National Level FDP	KMG College, Gudiyattam	8th and 9th June, 2020

18. Projects Completed:

S.No.	Name of the Projects	Period	Grant Received/Status

19. Any other Details:

Doing Ph. D., (Part Time) vth Year in Bishop Heber College , Trichi., Affiliated to

