

**SRI SANKARA ARTS & SCIENCE COLLEGE
ENATHUR, KANCHIPURAM
STAFF PROFILE**



DEPARTMENT OF COMMERCE

1.	Name of the Staff	Dr. R. MAYAKKANNAN
2.	Designation	Assistant Professor
3.	Date of Joining	06-06-2008
4.	Mobile Number	9944387367
5.	E-Mail ID	Maya1984kannan@gmail.com
6.	Nationality	Indian
7.	Academic Qualification	M.Com., M.Phil., MBA., MA(Eco)MFC., PGDCA., PGDFM., Ph.D., NET-JRF
8.	Field of Specialization	Behavior Finance
9.	Ph.D Thesis Title	A Study on individual investor behavior in Chennai City
	Awarding University, Year of Award.	Bharathidasan University- Trichy

10. Work Experience (in chronological order):

S.No.	Name of the Institution	Designation	Period
	Sri Sankara Arts and Science College, Enathur, Kanchipuram	Assistant Professor	06-06-2008 to till data

11. Other Academic and Administrative Responsibilities:

S.No.	Name of the Institution/Committee	Position	Period
1	Thiruvallur University – Vellore	Member in Board of study in of study in UG, PG, and M.Phil., Levels	2016 to till data
2	Sri Sankara Arts and Science College, Enathur, Kanchipuram	Member in Board of study in UG and PG Levels	2016 Till data

12. Publications:

S.No.	Title	Journal	Pages
1	An Empirical Study of Indian Individual Investors behavior	International Journal of Enterprise and Innovation Management Studies	ISSN: 0976-2698 Issue II. Pages no 29-36 June-2011
2	Information's and Guidelines to the Mutual Funds Investors-An Empirical Study	International Journal of Applied Management Research	ISSN: 0974-8709 Issue I. Pages no 95-99 June -2011
3	Appraisal of investment avenues: an empirical study of selected investors in Chennai city	International Journal of Applied Management Research	ISSN:0974-8709 Special issue Pagesno 403-408 June - 2011
4	Identifying Investors Group Segments based on Demographic and Psychographic Characteristics	International Journal of Applied Management Research.	ISSN: 0974-8709 Volume-3Pages no 397-408-401 Dec - 2011
5	Benefits of currency heading to export companies	Primax International Journal of Commerce and Management Research Impact Factor : 4.21	ISSN: 2321-3604 Pages : 171 - 175 March 2014
6	A Study on Knowledge Management about IT Sector in Chennai	International Journal in Commerce, IT & Social Sciences Impact Factor: 4.218	ISSN: 2394-5702 Vol.03 Issue-11, Special Issue Pages : 15 - 24 Nov, 2016
7	A Study on Stress Knowledge and Stress Coping Techniques adopted by Workers of Retail Sectors in Kanchipuram District	International Journal of Applied Business and Economic Research SCOPUS INDEX JOURNAL :UGC Listed Journal No. 669	ISSN : 0972-7302 Volume 15 No.15 page 369-376 Serials Publications New Delhi Nov 2017
8	A study on Employee Perception on Public Sector Banks in Chennai City"	International journal of Applied Business and Economic Research" SCOPUS INDEX JOURNAL UGC Listed Journal No. 669	ISSN : 0972-7302 Serials Publications New Delhi Vo15 No.21(2)pages 29-40 April 2017
9	Investment Pattern of Investors in Chennai- An Empirical study	Emperor International Journal of Finance and Management Research: UGC Listed Journal No.45308: Impact Factor 4.235	Volume IV. Issue II Feb 2018
10	Micro Finance in India Challenges And Solution Framework	Emperor International Journal of Finance and Management Research UGC Listed Journal No.45308: Impact Factor 4.235	Volume IV. Issue III March 2018
11	Customer Satisfaction towards Life Insurance Corporation With Special Reference to Chennai City	International Journal of Development and Sustainability ISSN: 2186-8662 www.isdsnet.com/ijds Volume 7 Number 4 (2018): Pages 1264-1272 ISDS Article	Volume 7 Number 4 (2018): Published by ISDS LLC, Japan Copyright © 2018
12	Impact of buying behavior of consumers towards instant food products in Chennai District	International Journal of Pure and Applied Mathematics Volume 119 No. 12 2018, 16231-16239 ISSN: 1314-3395 (on-line version) SCOPUS INDEX JOURNAL	Volume 119 No. 12 2018, 16231-16239 ISSN: 1314-3395 (on-line version)

13	A study on personnel management in Tamil nadu state Transport corporation,Pudukkottai district	International Journal of ScientificResearch and Review	Volume 7, Issue 9, 2018 ISSN NO: 2279-543X
14	A Study on Machine Learning Classifier Models in Analyzing Discipline of Individuals Based on Various Reasons Absenteeism from Work	2020 International Conference on Decision Aid Sciences and Application (DASA)	2020 International Conference on Decision Aid Sciences and Application (DASA) UTC from IEEE Xplore PP 360-364

List of paper presented /Attended in Seminar / Conference

S.no	Organized Name	Title of papers (International/National/ Institution)	ISBN
14	Sri Venkateshwara College of Arts and Science. Peravurani	Risk and return- an overview of capital market	ISBN 978-93-80509-01-3 Pages no 403-408 Sep 2011
14	CMR College of Engineering & Technology.	A Study on Investment behavior of Household's in Chennai City	ISBN 9789350513347 Page no. 1/F-9/F Nov 2011 Himala Publishing House
15	Sri Sankara Arts and Science College, Kanchipuram-631561.	Risk and Return – An Overview of Capital Market in Trichy City.	ISBN 978-93-80371-06-1 Page no 165-166 Feb-2012 Gopalax Publication
16	A.V.V.M. Sri Pushpam College (Autonomics) Poondi-613503, Thanjavur.	Impact of Reforms on the Asset Standards in Indian Banking	ISBN 978-93-8050 Page no 61-63 March -2012
17	Adaikalamatha Institute of Management, Thanjavur-03	Study on investors risk tolerance factors-An overview Empirical study	ISBN 97-81-909038-1-3 Page no 41/F -42/F Valume-2 2012
18	University of Madras Chennai	Customer Perception on Service Quality towards Retail Banking in Chennai	ISBN: 978-81-8094-165-8 MJP Publications Chennai Feb - 2015

13. Awards / Distinction:

S.No.	Name of the Award	Venue	Period
1	Best Teacher Award	Sri Sankara Arts and Science College, Enathur, Kanchipuram	2017

14. Membership in Professional Bodies:

S.No.	Name of the Membership	Venue	Period
1	Indian Economics Association	New Delhi	Life Time
2	Indian Econometric Society	New Delhi	Life time
3	Universal Association of Arts and Management Professionals	USA	Associate Member AM101000582195 2018 to 2021

15. Seminars Conferences organized /Participation:

S.No.	Program Attended	Place	Organized/ Participated	Period
1	Two day National Workshop on Art of Writing Research Article in Commerce and Management	Bharathidasan University Tiruchirappalli-24	Participation	23.10.2010
2	National level Seminar on Research in Management studies “	Sri Sankara Arts & Science College, Kanchipuram	Participation	29.11.2010
3	Two day National Seminar on Recent Trends in Commodity Derivatives and Risk Management “	Bharathidasan University Tiruchirappalli-24	Participation	11.12.2010
4	UGC Sponsored Sixth International Seminar on Emerging Capital : Issues and Challenges	Bharathidasan University Tiruchirappalli-24	Participation	08.01.2011
5	National seminar on “3th Advanced data Analysis, business analytics and Economic Intelligence”	Rajah Serfoji Government college. Thanjavur	Participation	20.6.2011
6	National seminar on “ Economic Impact on Post Tsunami in bay of Bengal	Rajah Serfoji Government college. Thanjavur	Participation	20.6.2011
7	Marketing Research in the Emerging global scenario”	Sri Venkateshwara College of Arts and Science. Peravurani	Participation	24.10.211
8	UGC Sponsored By National Seminar on New Paradigm in promotion of Human rights Education	Rajah Serfoji Government college. Thanjavur	Participation	January -2012
9	ICMR Sponsored by International seminar on Health Economics & Management	Rajah Serfoji Government college. Thanjavur	Participation	Dec -2011
10	National seminar on Economic Impact on post Thane Cyclone in Bay Bengal	Rajah Serfoji Government College. Thanjavur	Participation	April 2012
11	National level FDP Global Teaching in Higher Education	Bon Scours College for Woman- Thanjavur	Participation	March 2014
12	International seminar on health economics and management	Rajah Serfoji Government College. Thanjavur	Participation	January 2014
13	A Study on volatility of Major (Top Ten) Banking Companies in Nifty	Maharaja Arts & Science College, Coimbatore	Presented	October 2013
14	Benefits of currency hedging to export Companies	St. Joseph’s College, Tiruchirappalli	Presented	
15	Finance literacy and financial products of commercial banks with reference to rural sector	Pattammal Alagesan College of Arts & Science College	Presented	March 2014
16	International seminar on Transformation of Indian Economy	Government Arts College, Alappuzha,Kerala	Participation	Nov- 2016
17	National seminar on impact of population growth on agriculture and natural resources management in India	Dr. Ambedkar Government Arts College, Chennai	Participation	Feb 2016
17	National conference on impact on demonetization in banking and retail sector in India	Thiruthangal Nadar College Chennai – 51	Presented	Feb 2017
18	National seminar on rural development a strategy for poverty alleviation in India	Government Arts College Krishnagiri – 01	Participation	Feb 2017

16. Participated as Resource Person:

S.No.	Program	Venue	Period
1	National symposium on future India Its challenges and solutions	Sri Sankara Arts & Science College, Kanchipuram	January -2017
2	Margadarshan – National Level Personality Development Conference	Sri Sankara Arts & Science College, Kanchipuram	March 2017
3	Emerging trends and Challenges in Commerce and Management	Dr.Nalli Kuppusamy Arts College Thanjavur -3	March 2017
4	Resource person in tools Validation and statistical analysis	Resource Centre, Walaja, Ranipet District	8-3-2021 to 10-03-2021

17. Workshop & Training Programmes:

S.No.	Programme	Venue	Period
1	Faculty Development Programme (FDP) on Application of Research in contemporary management and Social Science	Sri Chandrasekkharendra Saraswathi Viswa Mahavidyalaya, Kanchipuram	Nov 2011

18. Projects Completed: Nil

19. Any other Details:

Book Publication

1. Mayas Commerce - Gopalax Publication, India, Singapore, and USA: ISBN: 978-8-1907-15-35
2. Business Statistics- Mayas Publication, India, ISBN: "978- 93- 87756- 25-0"
3. Research Methodology- - Mayas Publication, India, ISBN: "978- 93- 87756- 33-5"

Advisor Board

4. Chief -In-Editor -Emperor International Journal of Finance and Management Research
5. Board of Editor- International Research Journal of Business and Management
6. Board of Editor- Journal of Accounting, Finance and Marketing Technology

Project work

Degree	Topic
M.Com.	A Study on buyer behavior of biscuits in Chennai City. A Case Study of Britannia Industries
M.Phil.	A Study on Working Capital Efficiency of Arignar Anna Suger Mills, Kurungulam. Thanjavur (DT)
MBA	A Study on volatility of Major (Top Ten) Banking Companies in Nifty for the Period April 2004 to March 2009
Ph.D	A Study on Individual Investor's Behavior in Chennai City

Research Supervision / Guidance M.Phil., in Commerce

Sl. No.	Name of the students	Name of the Guide	Batch	Remark
1	Viji K	Dr.R.Mayakkannan	2019- 2020	Completed
2	Monica D	Dr.R.Mayakkannan	2020- 2021	On Going

Ph.D., Commerce

S.No.	Name of the Candidate	Name of the Guide	Batch	Remark
1	Subhasri G	Dr.R.Mayakkannan	2019-2020	On Going
2	Jayasri G	Dr.R.Mayakkannan	2019-2020	On Going
3	Abirami B	Dr.R.Mayakkannan	2020-2021	On Going
4	Sridevi K	Dr.R.Mayakkannan	2020-2021	On Going