

**SRI SANKARA ARTS & SCIENCE COLLEGE**

**ENATHUR, KANCHIPURAM**

**STAFF PROFILE**

**DEPARTMENT OF \_COMMERCE**

<b>1.</b>	<b>Name of the Staff</b>	<b>Dr. A. Dhakshinamoorthy</b>
<b>2.</b>	<b>Designation</b>	<b>Assistant Professor</b>
<b>3.</b>	<b>Date of Joining</b>	<b>28-06-2010</b>
<b>4.</b>	<b>Mobile Number</b>	<b>8124777970</b>
<b>5.</b>	<b>E-Mail ID</b>	<a href="mailto:dhakshinamoorthy@sankaracollege.edu.in">dhakshinamoorthy@sankaracollege.edu.in</a> <a href="mailto:adhakshina@gmail.com">adhakshina@gmail.com</a>
<b>6.</b>	<b>Nationality</b>	<b>Indian</b>
<b>7.</b>	<b>Academic Qualification</b>	<b>M.Com.,M.Phil., MA (YOGA)., DYHE.,Ph.D.,</b>
<b>8.</b>	<b>Field of Specialization</b>	<b>Finance &amp; Human Resources</b>
<b>9.</b>	<b>Ph.D Thesis Title</b>	<b>A Study On Employees Efficiency In LIC With Special Reference To Kanchipuram District,</b>
	<b>Awarding University, Year of Award.</b>	<b>Bharathidasan University – Trichy 2021</b>

**Work Experience (in chronological order):**

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

**Other Academic and Administrative Responsibilities:**

<b>S.No.</b>	<b>Name of the Institution/Committee</b>	<b>Position</b>	<b>Period</b>
<b>1.</b>	<b>Attendance Committee</b>	<b>Member</b>	<b>2012 – 2013</b>
<b>2.</b>	<b>C – Club</b>	<b>Co-Ordinator</b>	<b>2017 – 2018</b>
<b>3.</b>	<b>IQAC Committee</b>	<b>Member</b>	<b>2014 – 2015</b>  <b>To</b>  <b>Till Date</b>
<b>4.</b>	<b>Academic Audit Committee</b>	<b>Member</b>	<b>2016 – 2017</b>  <b>To</b>  <b>Till Date</b>
<b>5.</b>	<b>CMA Coaching Class</b>	<b>Co-Ordinator</b>	<b>2024</b>  <b>- 2025 to</b>  <b>Till date</b>

**Publications:**

<b>S.No.</b>	<b>Title</b>	<b>Journal</b>	<b>Pages</b>
1.	<b>Entrepreneurship And Environmental Factors</b>	<b>India Today – Opportunities &amp; Challenges</b>	<b>66 – 70</b>
2.	<b>A Study on Marketing of LIC products of Chennai Division.</b>	<b>Emperor International Journal of Finance and Management Research</b>	<b>739 – 744</b>
3.	<b>Marketing of LIC Products of Kanchipuram Division.</b>	<b>Emerging Trends in Services Sector in the Transformation of the Indian Economy</b>	<b>40 – 44</b>
4.	<b>Impact of Marketing strategies of product in LIC.</b>	<b>Emperor International Journal of Finance and Management Research</b>	<b>139 – 145</b>
5.	<b>A Study on Employee Efficiency in LIC</b>	<b>National Level Seminar on Nurturing Innovation and Creative Ideas In Entrepreneurship</b>	<b>80 – 83</b>
6.	<b>Pricing Strategies – Its Role and Relevance in achieving objectives.</b>	<b>A Handbook of Research Articles on Commerce and Management.</b>	<b>159 – 160</b>
7.	<b>A Study On Effectiveness Of The Organizational Climate On Job Satisfaction Of HATSUN Agro Product Limited, Kancheepuram</b>	<b>Jicr Journal Issn: 0022 – 1945 Volume – Xii, Issue V May, 2020</b>	<b>1202 – 1213</b>
8.	<b>A Study On Factors Influencing About Electronic Banking Services: With Special Reference To KVB In Vellore City.</b>	<b>Jicr Journal Issn: 0022 – 1945 Volume – Xii, Issue V May, 2020</b>	<b>1396 – 1404</b>
9.	<b>Comparative Analysis of HRM Practices: A Study on Pubic Vs Private Sector Life Insurance Companies in Chennai</b>	<b>South India Journal of Social Sciences Voume XXI, 17, July – December 2023</b>	<b>0972-8945</b>

**Awards / Distinction :**

<b>S.No.</b>	<b>Name of the Award</b>	<b>Venue</b>	<b>Period</b>

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**Membership in Professional Bodies:**

<b>S.No.</b>	<b>Name of the Membership</b>	<b>Venue</b>	<b>Period</b>

**Seminars Conferences organized /Participation:**

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

11.	<b>ELIXIR – 2013 Science Exhibition</b>	<b>Sri Sankara Arts and Science College, Enathur</b>	<b>Organized and Guided</b>	<b>October – 2013</b>
12.	<b>National Seminar on”Melting Indian Rupee”</b>	<b>Ranipettai Engineering College,Walaja.</b>	<b>Participated</b>	<b>September – 2013</b>
13.	<b>National Seminar on the Emerging Trends In Banking Sector,Margadarshan</b>	<b>Sri Sankara Arts and Science College, Enathur</b>	<b>Organized</b>	<b>March – 2013</b>
14.	<b>International Seminar on “Health Economics &amp; Management’</b>	<b>Rajah Serfoji Govt. College, Thanjavur.</b>	<b>Participated</b>	<b>December – 2011</b>
15.	<b>State Level Inter College Personality Development Symposium, Margadarshan.</b>	<b>Sri Sankara Arts and Science College, Enathur</b>	<b>Organized</b>	<b>March – 2012</b>
16.	<b>Margadarshan – Personality Development Conference.</b>	<b>Sri Sankara Arts and Science College, Enathur</b>	<b>Organized</b>	<b>August – 2010</b>
17.	<b>National Seminar on “Corporate Governance &amp; Brand Image India INC</b>	<b>Islamiah College,Vaniyambadi.</b>	<b>Participated</b>	<b>March – 2009</b>
18.	<b>6<sup>th</sup> International conference on “Eminent Management Practices – A vision for sustainable Business Growth”</b>	<b>SRM Institute of Science &amp; Technology, Kattankulathur</b>	<b>Presented a paper</b>	<b>March, 2019</b>

**Participated as Resource Person:**

<b>S.No.</b>	<b>Program</b>	<b>Venue</b>	<b>Period</b>
1.	<b>All India Inter University Yoga Men &amp; Women Championship – Served as JURY</b>	<b>Sri Sankara Arts &amp; Science College (Autonomous)</b>	<b>04/02/2019 To 08/02/2019</b>
2.	<b>Exhibition on UNSUNG FREEDOM FIGHTERS and CENTRAL GOVERNMENT WELFARE SCHEMES – Participated as co ordinator</b>	<b>Kanchipuram</b>	<b>23/12/2022</b>

### 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	27 <sup>th</sup> April to 1 <sup>st</sup> May 2020
5.	Online FDP On “ My Life ,My Pride My Career”	Patrician College, Chennai	18 <sup>th</sup> May 2020
6.	IQAC sponsored National Level FDP	KMG College, Gudiyattam	8 <sup>th</sup> and 9 <sup>th</sup> June, 2020
7.	National Webinar " Stress Management And Suicide Prevention During Corona - Virus Pandemic"	Government Thirumagal Mills College, Gudiyattam	8 <sup>th</sup> July, 2020
8.	One Week Online Management Development Programme"Emerging Technologies And Competencies In Transforming Business Landscape"	Ramahiah Institute Of Technology, Bangalore.	20/07/2020 to 25/07/2020
9.	National Level Webinar On " NAAC -Revised Accreditation Frame Work: Pathway Of Excellence In Hei".	Sri Sankara Arts & Science College, IQAC	19/02/2021
10.	State Level FDP on “Successful Writing of a Research paper in Scopus, Index Journals”	Einstein College of Arts & Science, Tirunelveli.	25 <sup>th</sup> February, 2022 & 26 <sup>th</sup> February, 2022
11.	Participated in the short term course conducted by E & ICT Academy “Introduction Programming: A peadagogical approach	IIT – Kanpur	17 <sup>th</sup> June, 2019 To 21 <sup>st</sup> June, 2019

12.	<b>One Week FDP on “Python Programming with Industry perspective” conducted by E &amp; ICT Academy</b>	<b>MINIT Jaipur, IITDM Jabalpur &amp; NIT Patna</b>	<b>2<sup>nd</sup> December, 2019 To 6<sup>th</sup> December, 2019</b>
13.	<b>Participated on International Workshop on Research Process</b>	<b>University of Madras</b>	<b>24<sup>th</sup> June, 2023</b>
14.	<b>Participated on A Two Day Workshop on “Decoding the Date: Mastering SPSS for Research Excellence</b>	<b>Sri Sankara Arts and Science College, Enathur.</b>	<b>24<sup>th</sup> and 25<sup>th</sup>, July 2025</b>
15.	<b>Participated on A Two FDP on “Nuances of Article and Thesis Writing”</b>	<b>Sri Sankara Arts and Science College, Enathur.</b>	<b>25<sup>th</sup> and 26<sup>th</sup>, September 2025</b>
16.	<b>Organized “A Gamified Workshop on Personal Leadership and career building”</b>	<b>Sri Sankara Arts and Science College, Enathur. And Sathya Sai Seva</b>	<b>20<sup>th</sup> September 2025</b>
17.	<b>Participated a Special Lecture on “Balancing the Six Wheels of Life”</b>	<b>Sri Sankara Arts and Science College, Enathur.</b>	<b>10<sup>th</sup> January, 2026</b>
18.	<b>Organized Young Entrepreneur EXPO “Srushti Bazaar”</b>	<b>Sri Sankara Arts and Science College, Enathur.</b>	<b>23<sup>rd</sup> and 24<sup>th</sup> February, 2026</b>
19.	<b>Acting as Co ordinator and Organized Margadarshan - 2026 - Inter College Fest</b>	<b>Sri Sankara Arts and Science College, Enathur.</b>	<b>13<sup>th</sup> March, 2026</b>
20.	<b>Acting as a Resource person on International Day of Yoga Celebration</b>	<b>Sri Sankara Arts and Science College, Enathur.</b>	<b>21<sup>st</sup> June, 2025</b>
21.	<b>Served as a Faculty Co-ordinator on Margadarshan - 2025 - Inter College Fest</b>	<b>Sri Sankara Arts and Science College, Enathur.</b>	<b>13<sup>th</sup> March, 2025</b>
22.	<b>Participated in INFLATE 2025, a Two Day Workshop on Policies, Procedures and Practices.</b>	<b>IQAC, Sri Sankara Arts and Science College</b>	<b>26 th and 27 th December 2024.</b>

23.	<b>Participated in the Two Weeks Online Faculty Development Program on “Application of Industry 4.0 in Circular supply chain” “Scheme of financial assistance for setting up of Electronics and ICT Academy (Phase- II)” of the Ministry of Electronics and Information Technology (Meity), Government</b>	<b>Electronics and ICT Academy at NIT Patna &amp; Sri Sankara Arts and Science College, Kanchipuram.</b>	<b>from 3<sup>rd</sup> March – 12<sup>th</sup> March, 2025.</b>
24.	<b>Participated in Faculty Development Workshop on “Research Visibility”</b>	<b>The Centre of Research in Collaboration with IQAC, Sri Sankara Arts and Science College (Autonomous), Kanchipuram.</b>	<b>March 10, 2026 to March 13, 2026</b>

**Projects Completed:**

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

**Any other Details:**

