

SRI SANKARA ARTS & SCIENCE COLLEGEENATHUR,  
KANCHIPURAM  
STAFF PROFILE

DEPARTMENT OF COMMERCE

1.	<b>Name of the Staff</b>	<b>Dr. R. MAYAKKANNAN</b>
2.	Designation	Associate 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

**Work Experience**

Position held	Status	Duration		No. of years	University / Institution
		From	To		
Permanent					
Assistant Professor of Commerce	Sri Sankara Arts & Science College, Kanchipuram	06-06-2008	18-12-2022	<b>14.4</b>	University of Madras.
Associate Professor of Commerce	Sri Sankara Arts & Science College, Kanchipuram	19-12-2022	Till date		University of Madras.

**Publications**

S.No.	Title of the Papers	Name of the Journals	Pages
1	An Empirical Study of Indian Individual Investors behavior	International Journal of Enterprise and Innovation Management Studies	ISSN: 0976-2698 Issue II. Pages no29-36 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 no95-99 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 Pagesno403-408 June - 2011
4	Identifying Investors Group Segments based on Demographic and Psychographic Characteristics	International Journal of Applied Management Research.	ISSN: 0974-8709 Volume-3Pages no397-408-401 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	Impact On Perception Of Sports Persons Towards Sports Sponsorship	Shanlax International Journal of Commerce	ISSN: 2320-4168 - Vol. 5, No. 3, July 2017 UGC Approval No: 44120
10	Study about UAE migrant employees from Tirunelveli, problems and their Experiences	Shanlax International Journal of Economics	ISSN: 2319- 961X - Vol. 6, No. 1, December 2017 UGC Approval No: 44192

11	Investment Pattern of Investors in Chennai-An Empirical study	Emperor International Journal of Finance and Management Research: UGC Listed Journal No.45308: ImpactFactor 4.235	Volume IV. Issue IIFeb 2018
12	Conflict management and impact on employees in its sectors and special references to DLF, Chennai	Shanlax International Journal of Management	ISSN: 2321- 4643 - Vol. 5, No. 3, January 2018 UGC Approved Journal Number: 44278
13	Micro Finance in India Challenges And Solution Framework	Emperor International Journal of Finance and Management Research UGC Listed Journal No.45308: ImpactFactor 4.235	Volume IV. Issue III March 2018
14	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
15	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)
16	A study on personnel management in Tamilnadu state Transport corporation, Pudukkottai District	International Journal of Scientific Research and Review	Volume 7, Issue 9, 2018 ISSN NO: 2279-543X

17	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 Explore PP360-364
18	Growth performance of food grains- an economic analysis in Tamilnadu; IJFANS International Journal of Food and Nutritional Sciences	IJFANS International Journal of Food and Nutritional Sciences <a href="https://www.ijfans.org/search">https://www.ijfans.org/search</a>	ISSN PRINT 2319 1775 Online 2320-7876 Research paper © 2012 IJFANS Journal Volume 11,S Iss 3, Dec 2022
19	Livestock in nutrition and food security in India	IJFANS International Journal of Food and Nutritional Sciences <a href="https://www.ijfans.org/search">https://www.ijfans.org/search</a>	ISSN PRINT 2319 1775 Online 2320-7876 Research paper © 2012 IJFANS Journal Volume 11,S Iss 3, Dec 2022
20	Consumer Attitude Towards Online Shopping In Chennai City	IJFANS International Journal of Food and Nutritional Sciences <a href="https://www.ijfans.org/search">https://www.ijfans.org/search</a>	ISSN PRINT 2319 1775 Online 2320-7876 Research paper © 2012 IJFANS UGC CARE Listed ( Group -I) Journal Volume 11, Iss 10, 2022 2022; Volume 11 , Issue 8 : Page: 3858-3880
21	Buying pattern of consumer online shopping in Chennai city- an economic analysis	IJFANS International Journal of Food and Nutritional Sciences <a href="https://www.ijfans.org/search">https://www.ijfans.org/search</a>	2022; Volume 11 , Issue 8 : Page: 3858-3880 ISSN PRINT 2319 1775 Online 2320-7876 Research paper © 2012 IJFANS UGC CARE Listed ( Group -I) Journal Volume 11, Iss 10, 2022
22	Environmental Implications of Slum Dwellers- A Correlation of Metro and Non –Metro Centers in Tamil Nadu	<a href="https://www.afjbs.com/uploads/paper/e07b1d5092a51a93aea04aa1c1a1fe8c.pdf">https://www.afjbs.com/uploads/paper/e07b1d5092a51a93aea04aa1c1a1fe8c.pdf</a>	<a href="#">African Journal of Biological Sciences</a> / Afr.J.Bio.Sc. 6(Si2) (2024) 10-21 ISSN: 2663-2187



### Academic and Administrative Responsibilities

S.N	Name of the Institution/Committee	Position	Period
1	Thiruvallur University – Vellore	Member in Board of study for UG,PG, and M.Phil., Levels	2016 to till data
2	Sri Sankara Arts and Science College, Enathur, Kanchipuram	Member in Board of study for UG and PG Levels	2016 Till data
3	SRM Institute of Science and Technology, Kattankulathur, Chengalpattu, Tamil Nadu,	Appointment of Examiners for Question Paper Setting	2016 Till data
4	Government Arts College (Autonomous) Karur	Setter No: APR2237; Appointment of Examiners for Question Paper Setting	2020 Till data

### 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

### Awards / Distinction:

S.No.	Name of the Award	Venue	Period
1	Best Teacher Award	Sri Sankara Arts and Science College, Enathur, Kanchipuram	2017
2	Best Teacher Award	Sri Sankara Arts and Science College, Enathur, Kanchipuram	2022

### Membership in Professional Bodies:

S.No.	Name of the Membership	Venue	Period
1	Indian Economics Association	New Delhi	Life Time
2	Indian Commerce Association	New Delhi	Life Time
3	Indian Econometric Society	New Delhi	Life time

### 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
5	Digital Commerce: Panoramic Progression	Organized by Department of Commerce Kansaswami Kanddars College, Velur –Namakkal,	5 <sup>th</sup> March 2020
6	International Conference on Convergence of Social Innovation and Digital Transformation in Business	Organized by Department of Commerce Kansaswami Kanddars College, Velur –Namakkal,	30 <sup>th</sup> August 2022

### Course Writer

Course writer for the Department of Economics, Social of Sciences, TNOU Chennai,

Reference No. TNOU/SOSS/Economics/SLMW/2022

**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



## Workshop & Training Programmes:

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

## 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

### M.Com Project List 2013-2014 to 2021-2022

Year	Sl.No.	Reg. No.	Name	Project Title
2013-2014	1	13MCM10	S.Ragavan	A Comparative study on urban and Rural consumer behavior towards Hindustan Coco colo Berggrge Private limited
	2	13MCM14	R.Muthukumar	A study on financial performance with reference to Dong Sung Automotive India Private limited
	3	13MCM15	S.Madhankumar	A study on training and development with reference to PHI Private limited
2014-2015	4	531300165	S.Madhumathy	Investment decision in retail investors with special reference to Kanchipuram Down
	5	531300155	Santhamoorthy	A study on Job Satisfaction in MRF private Limited Arakkonam Vellore District
2015-2016	6	15MCM011	K.Aswini	A Study on Working Capital Management in L & T Rubber Processing Machinery Limited at Kanchipuram.
	7	15MCM012	Dinesh	Investment Pattern in Retail Equity investors in Kanchipuram
	8	14MCM013	C.Soundarajan	A Study on consumer behavior towards TATA ACE Vehicles with special reference in Kanchipuram
2016-2017	9	15MCM003	K.Madhanraj	A Study on retailers perception towards promotion and distribution efficiency of Cavinkare Pickle Brands
	10	15MCM004	J.Purusothaman	a study on investment pattern in retail equity investors in Chennai city
2017-2018	11	16MCM006	T.Mohan	A study on customer relationship management practices by TNPL in Chennai.
	12	16MCM004	M.Janaki	The impact on led bulbs distribution system in Tamilnadu state with special reference to Kanchipuram district.
2018-2019	13	17MCM001	B. Davidraj	A Study on Consumer Perception Towards Goods & service Tax (GST) on Kanchipuram District
	14	17MCM016	P. Gajalakshmi	A Study on Employee Motivation of School Teachers with special

				reference to Kanchipuram Town
2019-2020	15	1801212083002	K. Gnanam	A study on customer relationship management practices adopted by TNPL in Chennai.
	16	1801212083016	M. Velmurugan	A study on employee motivation in Steel Strips Wheel Pvt. Ltd. to Oragadam (Chennai)
	17	1801212083023	P. Anushya	A study on customer relationship management in Life Insurance Corporation with special reference to Kanchipuram District
2020 - 2021	18	1901 2120 83004	S.Durairaj	A study on customer perception toward goods and service tax in Kanchipuram district
	19	1901 2120 83006	A.Ismail khan	A Study on Customer Relationship Management in Life Insurance Corporation with special reference to Kanchipuram Branch
	20	1901 2120 83026	U.Amuthavalli	a study on customer relationship management practices adopted by TNPL in Chennai
	22	1901 2120 83035	S.Pooja	A study on consumer behavior in Britannia biscuits with special reference to Kanchipuram
2021 - 2022	23	2001212083023	P.Hemalatha	A study on marketing Strategy in Lakme Products in Kanchipuram District
	24	2001212083003	R.Arunkumar	A study on employee Job satisfaction with special reference to CEAT Private Limited at Kannanthagal
	25	2001212083004	V.Barath	A study on customer satisfaction towards one plus with special reference to Vellore City

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 April2004 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	Reference No	Batch	Remark
1	Viji K	M.Phil., (AD& Reg/Affiliated Colleges/ Admission/ 2019-2022/2019/1990.Dated 12Nov2019	2019- 2020	Completed
2	Monica D	-	2020- 2021	Completed

### Ph.D., Commerce under my Supervision

S.No.	Name of the Candidate	Reference No	Batch	Remark
1	Subhasri G	Ph.D./Regn.3299/PT/11/2020/279	2019-2020	On Going
2	Jayasri G	Ph.D./Regn.3287/FT/12/2020/394	2019-2020	On Going
3	Sridevi K	Ph.D./Regn.3445/FT/03/2021/998	2020-2021	On Going
4	Sundaravadivel R	No.Ph.D.Eval-II/Award – Comm./2022/5223 University of Madras – Chennai	Nov-2022	Nil

**Personal Details**

Date of Birth : 29.07.1984  
Gender : Male  
Marital status : Married  
Nationality : Indian  
Religion : Hindu  
Languages Known : English and Tamil (Read, Speak & Write)  
Father's Name : R.RAMAN  
Phone No : 9944 387 367  
E-Mail Address : [maya1984kannan@gmail.com](mailto:maya1984kannan@gmail.com).

**Reference**

Dr. C. Thiruchelvam Principal The H.H.Rajah's Govt. College, Pudukkottai - 2 Mobile no : 9600860274	Dr.S.Chinnamai Professor and Head Department of Economics University of Madras, Chennai Mobile no: 7401744427/ 9444011727
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