

SRI SANKARA ARTS & SCIENCE COLLEGE

ENATHUR, KANCHIPURAM

STAFF PROFILE

DEPARTMENT OF _COMMERCE

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

Work Experience (in chronological order):

S.No.	Name of the Institution	Designation	Period
1.	Sri Sankara Arts and Science College (Autonomous) 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

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 Committee	Member	2014 – 2015 To Till Date
4.	Academic Audit Committee	Member	2016 – 2017 To Till Date

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
9.	Comparative Analysis of HRM Practices: A Study on Pubic Vs Private Sector Life Insurance Companies in Chennai	South India Journal of Social Sciences Voume XXI, 17, July – December 2023	0972-8945

Awards / Distinction :

S.No.	Name of the Award	Venue	Period

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Membership in Professional Bodies:

S.No.	Name of the Membership	Venue	Period

Seminars Conferences organized /Participation:

S.No.	Program Attended	Place	Organized/ Participated	Period
1.	National Conference on “India Today – Opportunities & Challenges”	KCS Kasi Nadar College of Arts & Science, Chennai.	Participated	October - 2018
2.	International Conference on “Economic Transformation For Inclusive 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
18.	6 th International conference on "Eminent Management Practices – A vision for sustainable Business Growth"	SRM Institute of Science & Technology, Kattankulathur	Presented a paper	March, 2019

Participated as Resource Person:

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

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 th April to 1 st May 2020
5.	Online FDP On " My Life ,My Pride My Career"	Patrician College, Chennai	18 th May 2020
6.	IQAC sponsored National Level FDP	KMG College, Gudiyattam	8 th and 9 th June, 2020
7.	National Webinar " Stress Management And Suicide Prevention During Corona - Virus Pandemic"	Government Thirumagal Mills College, Gudiyattam	8 th 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 th February, 2022 & 26 th February, 2022
11.	Participated in the short term course conducted by E & ICT Academy "Introduction Programming: A peadagogical approach	IIT – Kanpur	17 th June, 2019 To 21 st June, 2019

12.	One Week FDP on “Python Programming with Industry perspective” conducted by E & ICT Academy	MINIT Jaipur, IITDM Jabalpur & NIT Patna	2nd December, 2019 To 6th December, 2019
13.	Participated on International Workshop on Research Process	University of Madras	24th June, 2023

Projects Completed:

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

Any other Details:

