



PERIYAR UNIVERSITY PERIYAR PALKALAI NAGAR SALEM.



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Periyar University,
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TEACHING EXPERIENCE

No. of years of teaching	U.G	P.G	M.Phil	Other Courses
Commerce	23 Years	16 Years	6 Years	-

RESEARCH ACTIVITIES

Particulars	Course	Scholars	Course	Scholars
Research Guidance – (Indicate Number of Students Completed)	M.Phil	28	Ph.D	1
Research Guidance – (Indicate Number of Students Registered but not completed)	M.Phil	5	Ph.D	7

BOARD OF STUDIES

S.No	Post Held	Board
1.	Chairman	M.Com, Affiliated Colleges, Periyar University
2.	Chairman	Commerce, Periyar University
3.	Member	Board of Studies, Annamalai University
4.	Member	Board of Studies, Mother Teresa University
5.	Member	Board of Studies Vivekhanandha College of Arts & Science. Tiruchengodu

CO- CURRICULAR AND EXTRA CURRICULAR ACTIVITIES

Contribution in the general administration/ Functioning of the Department/ University	
Additional responsibility in the University	1. Controller of Examinations(i/c) Periyar University, Salem - 11
	2. Coordinator, Community College, Periyar University
Duration	4 Years
Nature of Work	<ul style="list-style-type: none">• Course Design• Supervisor• Conducting Examination• Declaring Results and• Distribution of Certificates
Additional Responsibility in the Department	Head of the Department
Duration	5 Years 10 Months
Nature of Work	Administration

LIST OF PUBLICATIONS

SN o	Author/ Co author	Title of the paper	Name of the Journal Vol no, issue. year, Page No's	Publisher	International	Impact Factor	Citatio n Index/ Review no
1	Mrs.G.Preetha & Dr.A.Elangovan	Fruitful Custard Apple	Business and Economic Facts For You ISSN 0970-2562, Vol.31 No.9 June -2011, P .30 to 32	An EFYGROUP Publication	International	ISO 9001:2008 certified	ISSN 0970- 2562
2	Dr.A.Elangovan	Environmental marketing –an Innovative approach	SMART Journal of Business Management Studies ISSN 0973-1598, Vol.6 Jan 2010 to June 2010	Bharathidasan University Tiruchirapalli - 620 024	International		ISSN 0973- 1598,
3	Dr.A.Elangovan & Mr.S.K.P.Palanisamy	Impact of Global Final Crisis on Indian Textile Exporters	International Journal of Marketing & Management Research(IJMMR) ISSN 2229- 6883 Vol 2 Issue 8 (2011) PP 105- 117	Sri Krishna International Research & Educational Consortium	International	Internation ally Indexed & listed referred E- Journal	ISSN 2229- 6883
4	Dr.A.Elangovan	“En- Governance- A paradigm shift in corporate governance”	MANO Journal of International Business	MS University	International		ISSN : 0976 - 7209
5	Dr.A.Elangovan	International Marketing of Home Textiles- An Unique Product A Study with Reference to Karur	International Journal of Contemporary Commerce Dec 2012 Vol I No 1	Department of Commerce, Periyar University Salem	International		ISSN

6	Dr.A.Elangovan & Mr.S.K.P.Palanisamy	Impact of Global Final Crisis on Indian Textile Exporters	International Journal of Marketing & Management Research(IJMMR) ISSN 2229- 6883 Vol 2 Issue 8 (2011) PP 105- 117	Sri Krishna International Research & Educational Consortium	International	Internation ally Indexed & listed referred E-Journal	ISSN 2229-6883
7	Dr.A.Elangovan	“En- Governance- A paradigm shift in corporate governance”	MANO Journal of International Business ISSN : 0976 -7209	MS University	International		
8	Dr. A. Elangovan	“Do Demographic Variables Influence Organizational Culture”	South Asian Journal of Marketing and Management Research	South Asian Academic Research Journals	International	-	-
9.	Dr. A. Elangovan	“Typology Of Organizational Culture -Theoretical Frame Work”	Asia Pacific Journal of Marketing and Management Review	College of Management, National Cheng Kung University	International	-	-
10	Dr. A. Elangovan	“A Study On Organizational Culture With Reference To SAIL, Salem”	International Journal of Social Science and Interdisciplinary Research	Indian Research Journals	International	-	-
11.	Dr. A. Elangovan & P. Govindan	“South Indian Tourists Satisfaction towards Udhagamandalam”	Journal of Hospitality Application and Research	Department of Hotel Management, B.I.T	National	-	-
12.	Dr. A. Elangovan & P. Govindan	“A Study on Tourists Satisfaction with Special Reference to Udhagamandalam”	International Journal of Scientific Research	International Journal of Scientific Research	International	0.3317	-

13.	Dr. A. Elangovan & B. Kavitha	“Understanding and Applying Emotional Intelligence to increase Employee Performance – A Study with Reference to IT Sector”	South Asian Journal of Marketing and Management Research	South Asian Academic Research Journals	International	-	-
14	Dr. A. Elangovan and B. Valarmathi	Practicing Knowledge Management for Sustainable Higher Education	International Journal in Management and Social Science	Global Journals	International	-	-
15	Dr. A. Elangovan & S.K.P.Palanisamy	Performance Evaluation of Special Economic Zones	Indian Journal of Applied Research	-	National	2.1652	-
16	Dr. A. Elangovan and B. Valarmathi	Knowledge Management for Creativity and Innovation	Global Academic Research Journal	---	---	3.73	---
17	Dr. A. Elangovan & J. Mala Jayashree	Investigating the Influence of Organisational Culture of Commitment – An Empirical Study with reference to SAIL	Madras University Journal of Business and Finance	---	National	---	---
18	Dr. A. Elangovan & J. Mala Jayashree	Typology of Organisational Culture- Theoretical Framework	Asia Pacific Journal of Marketing and Management Review	Indian Research Journal	National	0.645	---

19	Dr. A. Elangovan & J. Mala Jayashree	Do Demographic Variables influence Organisational Culture	South Asian Journal of Marketing and Management Research	South Asian Academic Research Journal	Regional	---	---
20	Dr. A. Elangovan & J. Mala Jayashree	A Study on Organisational Culture with Reference to SAIL, Salem	International Journal of Social Science and Interdisciplinary Research	Indian Research Journal	National	0.645	---

DETAILS OF RESEARCH PROJECTS

SNo	Title of the Project	Funding Agency	Duration of the Project	Amount	Remarks Completed / Ongoing
1	“Waste Management- An inter disciplinary post Consumption methane Reduction project in select ward of Salem District, Tamil Nadu- A Holistic Behavioral Approach	UGC New Delhi	2 years	Rs.388700	Interim Report Submitted

DETAILS OF THE BOOKS/ ARTICLES IN EDITED VOLUMES

SN o	Author/ Co author	Title of the paper	Year	Publishers With ISBN Details	Remarks
1	Dr.A.Elangovan	Corporate and Business Response to Climate Change From Awareness to Adoption – Transcending the Boundaries	2012	Learntech Press Trichy-02 ISBN 978-81-9080-823-1	-

LIST OF PUBLICATIONS IN THE CONFERENCE/ SEMINAR/WORKSHOP PROCEEDINGS

(i) LIST OF PUBLICATIONS IN THE INTERNATIONAL CONFERENCE/ SEMINAR PROCEEDINGS

S N o	Author/ Co author	Title of the paper	Oral/ Poster/ Participation Only	Period	Sponsors/ Organizers with Venue	Proceeding s Publisher ISBN if any
1	Dr.A.Elangovan	Climate Change, Vulnerabilities and Livelihood Resilience: Towards Sustainable Water Policy and Water Governance	Oral presentation	26.08.2009 and 27.08.2009	Madras Institute of Development Studies (MIDS) Chennai	-
2	Dr.A.Elangovan	Survival and Growth Strategies in Changing Business Scenario	Oral presentation	28.12.2009 and 29.12.2009	Annamalai University Annamalai Nagar	-
3	Dr.A.Elangovan	Global Marketing Strategies and Practices	Oral presentation	08.10.2010 and 09.10.2010	Nehru Institute of Management Studies - Coimbatore	-

4	Dr.A.Elangovan	Environmental Governance – A Paradigm Shift in Corporate Governance	Oral presentation	13.11.2010 and 14.11.2010	Indian Accounting Association and University of Kerala	-
5	Dr.A.Elangovan	Foreign Direct investment in India – Telecommunications Sector	Oral presentation	08.01.2011 and 09.01.2011	Bharathidasan University Tiruchirapalli- 620 024	-
6	Dr.A.Elangovan	Impact of Globalisation on marketing management with corporate governance	Oral presentation	10.02.2011 and 10.11.2011	Periyar Institute of Management Studies- Salem 636010	Yes
7	Dr.A.Elangovan	Foreign direct investment inflows in India- An overview	Oral presentation	10.02.2011 and 10.11.2011	Periyar Institute of Management Studies- Salem 636010	Yes
8	Dr.A.Elangovan	Green marketing in India- An overview	Oral presentation	24.01.2012	Sri Ganesh School of Business Management Salem	-
9	Dr.A.Elangovan	“En- Governance- A paradigm shift in corporate governance”	Oral presentation	27.03.2012 and 28.03.2012	Shri Ram College of Commerce New Delhi	-
10	Dr.A.Elangovan	Innovation and creativity in historical connectivity	Oral presentation	25-09-2012	Kongunadu Arts and Science college Coimbatore	-
10	Dr.A.Elangovan	Low Carbon Strategy and Inclusive Growth	Oral	2012	Department of Commerce, Kailash Women’s College, Salem	-
11	Dr. A. Elangovan	---	Resource Person	2013	International Journal of Research and Business Innovation, Hotel Adhiyaman Palace, Dharmapuri	-

(ii) LIST OF PUBLICATIONS IN THE NATIONAL CONFERENCE/ SEMINAR PROCEEDINGS

S N o	Author/ Co author	Title of the paper	Oral/ Poster/ Participation Only	Period	Sponsors/ Organizers with Venue	Proceeding s Publisher ISBN if any
1	Dr.A.Elangovan	Global Financial Meltdown- Impact and Remedies	Oral presentation	25.02.2009	Periyar University Salem	-
2	Dr.A.Elangovan	Seviyalil Vanigam	Oral presentation	19.03.2009	Periyar University Salem	-
3	Dr.A.Elangovan	Exploration of Economics from Tamil Classical Literature	Oral presentation	20.03.2009	Periyar University Salem	-
4	Dr.A.Elangovan	Brand management	Oral presentation	08.08.2009	Sri Saradha College Salem	-
5	Dr.A.Elangovan	New Human Rights – Dimensions, Obstacles and Challenges	Oral presentation	22.10.2009 and 23.10.2009	Periyar University Salem	-
6	Dr.A.Elangovan	Challenges of Human Resource Management in the Changing Environment	Oral presentation	04.02.2010 and 05.02.2010	Periyar Institute of Management Studies- Salem 636010	-
7	Dr.A.Elangovan	Trade and Commerce in Tamil Literature	Oral presentation	05.03.2010	Bharathiar University Coimbatore	-
8	Dr.A.Elangovan	National and International Trade in Tamil Literature	Oral presentation	12.03.2010	Bharathiar University Coimbatore	-
9	Dr.A.Elangovan	Green Banking	Oral presentation	18.03.2010	Periyar University Salem	-

10	Dr.A.Elangovan	Banking Innovation and Customer Enrichment	Oral presentation	18.03.2010 and 19.03.2010	Periyar University Salem	-
11	Dr.A.Elangovan	Management of solid waste: An innovative approach	Oral presentation	10.11.2010	IMM New Delhi-110016	-
12	Dr.A.Elangovan	Management of solid waste: An innovative approach	Documentary presentation	10.11.2010	IMM New Delhi-110016	-
13	Dr.A.Elangovan	Environment and Health in India	Oral presentation	30.12.2010	Navarasam Arts and Science College for Women- Erode	-
14	Dr.A.Elangovan	Environment Degradation – Waste to Degrade	Oral presentation	30.12.2010	Navarasam Arts and Science College for Women- Erode	-
15	Dr.A.Elangovan	Green Banking in India	Oral presentation	23.02.2011	Sri Ganesh of Arts and Science Salem	-
16	Dr.A.Elangovan	Innovation – Driving force for global Competitiveness	Oral presentation	10.03.2011	Government Arts Science college for Women -Krishnagiri	-
17	Dr.A.Elangovan	Contemporary Green marketing – in Indian scenario	Oral presentation	14.03.2012	Jayalakshmi Institute of Technology Dharmapuri	-
18	Dr.A.Elangovan	Green Marketing “Why it needs”	Oral presentation	09.01.2012 and 10.01.2012	Periyar University Salem	-

(iii)LIST OF SPECIAL LECTURES

S N o	Author/ Co author	Title of the paper	Oral/ Poster/ Participation Only	Period	Sponsors/ Organizers with Venue	Proceedings Publisher ISBN if any
1.	Dr.A.Elangovan	Carbon Trading	Oral presentation	20.3.2009	A.V.C. College	-
2.	Dr.A.Elangovan	Multivariate Analysis Applicable To Social Sciences and Education	Oral presentation	16.09.2009	Sri Saradha College For Education	-
3.	Dr.A.Elangovan	The Art of Report Writing In Research	Oral presentation	30.03.2010 and 31.03.2010	Periyar University	-
4.	Dr.A.Elangovan	Changing Mediascape	Oral presentation	28.04.2010	Periyar University	-
5.	Dr.A.Elangovan	Consumer Rights and Its Impact on Environment	Oral presentation	28.10.2010	Muthayammal College of Arts and Science	-
6.	Dr.A.Elangovan	Making the Difference	Oral presentation	22.10.2010	Bharathidasan University	-
7	Dr.A.Elangovan	Research Methodology	Oral presentation	2012	Department of Economics, Periyar University, Salem – 11.	
8	Dr.A.Elangovan	En - Governance	Oral presentation	2012	UGC Academic Staff College, Bharathiar University, Coimbatore	

9	Dr.A.Elangovan	Corporate and Business Response to Climate Change	Oral presentation	2012	The Institute of Chartered Accountants of India, Salem (SIRC)
10	Dr.A.Elangovan	Naalaya Samuthayam Nalamika Samuthayamaga Malarvathu Kuttaruvu Iyakkathal Mattumey	Oral presentation	2013	Salem District Central Co-operative Bank, Salem.
11	Dr.A.Elangovan	Environmental Issues	Oral presentation	2013	Hotel Park Plaza, Salem
12	Dr.A.Elangovan	En-Governance – A Paradigm Shift	Oral presentation	2013	UGC Academic Staff College, Bharathidasan University, Tiruchirappalli.
13	Dr.A.Elangovan	Environmental Marketing	Oral presentation	2014	Department of Economics, Periyar University, Salem- 11.
14	Dr.A.Elangovan	International Financial Reporting Standards(IFRS)	Oral presentation	2014	Department of Commerce, Periyar University
15	Dr.A.Elangovan	Management of Change	Oral presentation	2014	Kongunadu Arts & Science College, Salem.
16	Dr.A.Elangovan	Emerging Issues of Workers in Modern India	Oral presentation	2014	Periyar University College of Arts & Science, Pappireddipatti, Tamil Nadu.

CONFERENCES/ SEMINARS/WORKSHOP ORGANIZED

S N o	Title of the Program	National / International	Sponsors/Funding Agencies	Organizer/ Convener	Period	Remar ks
1	Global Financial Meltdown – Causes, Impacts and Remedies	National Seminar		Convener	2009	-
2	Banking Innovation and Customer Enrichment	National Seminar		Convener	2010	-
3	Women Empowerment Through Microfinance	National Seminar		Convener	2011	-
4	Emotional Intelligence and organizational Development- An Interdisciplinary Approach	National Seminar		Convener	2011	-
5	Corporate and Business Response to Climate Change From Awareness to Adoption – Transcending the Boundaries	International Conference	UGC,NGRI, JSW, SIPCOT Cuddalore ,Sri Vidya Mandiyar Arts and Science,ERK College, SSM, Siddhapur Distilleries, SANMAR, TNPCCB, IWMA, PELICAN, Salem Tree Club, Dhivyam Jewels,	Convener and Organizing Secretary	2012	1 st in this Depart ment

WORKSHOP ORGANIZED

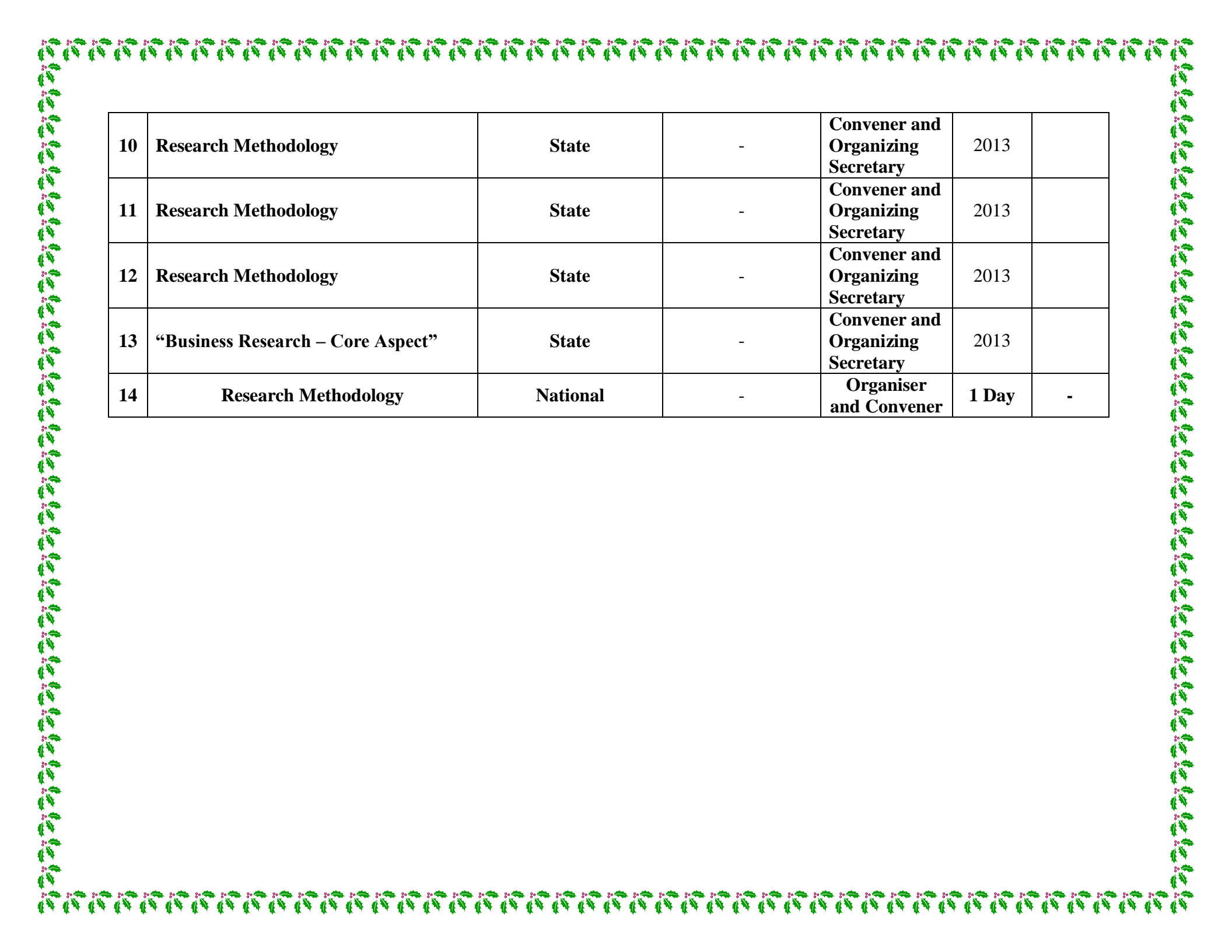
S N o	Title of the Program	National / International	Sponsors/Fundin g Agencies	Organizer/ Convener	Period	Remar ks
1	Research Methodology for Social Sciences	State	UGC	Convener	21 to 23 march 2012	-
2	Sustainable Consumption for Sustainable Development	Regional	UGC	Convener	27 th and 28 th March, 2013	-
3	International Financial Reporting Standards(IFRS) – Indian Current Scenario	National Workshop	-	Convener	2013	-

LIST OF INTERNATIONAL SYMPOSIUM ORGANISED

S N o	Title of the Program	National / International	Sponsors/Funding Agencies	Organizer/ Convener	Period	Remar ks
1	International Symposium on Contemporary Issues in Commerce	International Symposium	-	Organiser and Convener	2013	-

SPECIAL LECTURES ORGANIZED

S N o	Title of the Program	National / International	Sponsors/Fundin g Agencies	Organizer/ Convener	Period	Remar ks
1	Entrepreneurship in the eras of Globalization	National	-	Convener and Organizing Secretary	2009	-
2	Women empowerment through entrepreneurship	National	-	Convener and Organizing Secretary	2010	-
3	The Art of Report writing	National	-	Convener and Organizing Secretary	2010	
4	Innovative Costing Methods	National	-	Convener and Organizing Secretary	2010	
5	Women Entrepreneurs	National	-	Convener and Organizing Secretary	2010	
6	The Role of Human resource in changing industrial scenarios	National	-	Convener and Organizing Secretary	2010	
7	Derivatives	National	-	Convener and Organizing Secretary	2010	
8	Research Methodology	State	-	Convener and Organizing Secretary	2012	
9	Research Methodology	State	-	Convener and Organizing Secretary	2013	



10	Research Methodology	State	-	Convener and Organizing Secretary	2013	
11	Research Methodology	State	-	Convener and Organizing Secretary	2013	
12	Research Methodology	State	-	Convener and Organizing Secretary	2013	
13	“Business Research – Core Aspect”	State	-	Convener and Organizing Secretary	2013	
14	Research Methodology	National	-	Organiser and Convener	1 Day	-

OTHER PROGRAMME ORGANISED

S.no	Title of the Programme	Conducted By	Organiser / Convener	Year
1.	CA Career Guidance Programme	Institute of Chartered Accountants of India(ICAI), Salem	Convener	2012
2.	Investors Awareness Programme	Institute of Chartered Accountants of India(ICAI), Salem	Convener	2012
3.	Investors Awareness Programme	Bombay Stock Exchange	Convener	2013
4.	ICSI Awareness Programme	Institute of Company Secretaries of India(ICSI), Chennai	Convener	2013
5.	Project Guidance	Mrs. Kalpana, CEO, Infinity Tech Solutions, Chennai	Convener	2013

DOCUMENTARY FILMS

Sl.no	Title of the Documentary Films	Funding Agency	Status
1	Waste To Wealth – A Post Consumption Approach	Self Funded	Completed
2	Making the Difference	Self Funded	Completed
3	Engengu Kaaninum	Self Funded	Completed
4	Power Crisis – Sustainable Consumption is the only way	Self Funded	Completed
5	Tree	Self Funded	Completed
6	Recycling	Self Funded	Completed
7	Water Bodies	Self Funded	Completed
8	E-Waste	Self Funded	Completed

DETAILS OF MEMORANDUM OF UNDERSTANDING (MOU) SIGNED

SN o	Name of the Agency/ Institutional Company/ the MoU signed	National / International	Duration of MoU	Exchange of faculty/ Research Scholar(Y/N)	Special feature of the program	Remarks
1.	Tally Solutions Private Limited, Bangalore	National	3 Years	Yes	-	-
2	*The Institute of Chartered Accounts of India(ICAI) (set up an Act of Parliament) <i>* (under Progress)</i>	International	<i>* (under Progress)</i>	<i>* (under Progress)</i>		(under Progress)