

BIO – DATA

Name : Dr. V.R. PALANIVELU

Date of Birth : 15.06.1965

Age : 44 Yrs

Educational Qualification : M.Com., MBA., M.Phil., Ph.D.,

Date of First Entry in the College Service : 03.08.1992

Total Teaching Experience : 19 Years

Area of Specialisation : Finance & Accounting

Permanent Address : Vadivalampalayam,
Ramadavam Post,
Kandampalayam – 637 203,
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Valaraigate,
Animoor Post,
Tiruchengode Taluk,
Namakkal District.

I. EDUCATIONAL QUALIFICATION

Sl. No.	Degree	Year and Percentage	University	Specialization
1	M.Com.,	1988 Second Class 58%	University of Madras	Finance and Accounting
2	MBA	1998 First Class 64%	University of Madras	Finance and Accounting
3	M.Phil	1996 Second Class 53%	Madurai Kamaraj University	Finance and Accounting
4	Ph.D	May 2008 Awarded	Periyar University Salem.	Finance

II. EXPERIENCE DETAILS

Sl. No.	Designation	Department	Duration	Name of College & Place
1	Lecturer	Commerce	03.08.1992 to 09.11.1993	Sengunthar Arts & Science College, Tiruchengode
2	Lecturer & HOD	Commerce	10.11.1993 to 02.05.1996	Sree Amman Arts & Science College, Erode
3	Lecturer	MBA	03.05.1996 to 07.06.2002	KSR College of Technology Tiruchengode.
4	Asst. Professor & HOD	MBA	08.06.2002 to 31.10.2003	KSR College of Technology Tiruchengode.
5.	HOD	Commerce	06.02.2004 to 31.04.2004	Vivekanandha College of Arts and Science for Women, Tiruchengode.
6.	Professor & HOD	MBA	14.06.2004 to 29.10.2009	Vivekanandha Institute of Information and Management Studies Triuchengode.
7.	Reader	PRIMS	30.12.2009 to 31.12.2012	Periyar University, Salem-11.
8.	<u>Additional Duty</u> Principal In charge	Periyar University Constituent College of Arts and Science	May 2012 to till date	Periyar University Constituent College of Arts and Science, Edapadi, Salem (DT)
9.	Associate professor	PRIMS	Dec 2012 to till date	Periyar University, Salem-11.

Classes handled : M.B.A., M.Com., MCA., M.Phil., Classes.

Subject handled : Accounting for Management, Accounting and Financial Management, Financial Management, Industrial Finance, Financial Accounting, Tax Management, Corporate Accounting Financial and Management Accounting.

III. A. Resource Person : 1. Acting as Resource Person in MBA programme – IGNOU

2. Acting as Resource Person in MBA programme DDE- Annamalai University.
3. Acting as Resource Person in MBA programme - Periyar University (PRIDE)
4. Delivering Guest lecturing to other Colleges.
5. Acting as a chair person on National workshop – organized by Gandhigram University, Dindugal.

B. Countries Visited : Visited Silom, Thailand to attend **CAAL International Education Organizer, Training and Consulting** between 20th – 23rd March 2013 and acted as a Chairperson in the conference.

- C. Member :**
1. Member Board Of Studies- **Mother Teresa University**, Kodaikanal
 2. Advisory Committee Member- **Shanlax International Journal of Management**
 3. Member in Editorial Board - **Universal Journal of Accounting and Finance, Horizon Research Publishing, USA**
 4. Member in Editorial Board – **International Journal of Financial Management (IJFM)**,

IV. WORKSHOP, CONFERENCES, SEMINAR ATTENDED

Sl. No	Name of the Programme	Place	Duration
1	National conference on “The Indian Railways – Towards a new horizon challenges and opportunities”	Sri Vesavi College, Erode.	20.01.2007
2	National Convention on Breaking barriers and building bridges.	MMA, Chennai	24.03.2007
3	National Seminar	VIIMS, Tiruchengode	29.09.2007
4	National Convention on Global challenges for emerging India.	MMA, Chennai	15.02.2008 & 16.02.2008
5	Seminar on Emerging Trends in Entrepreneurship Development	CIDISSIA Chennai	16.07.2008
6	Seminar on Global Level Entrepreneurs	CODISSIA, Coimbatore	24.11.2008
7	Training Programme on Women Entrepreneurship Development	CII Chennai	23.06.2009
8	National Convention on Navigating Uncertain Times	MMA Chennai	20.02.2009 & 21.02.2009
9	Workshop on Export Entrepreneurship	CIDISSIA Chennai	09.03.2009
10	International conference on Farm to Fork	FICCI, Chennai	29.09.2009 to 30.09.2009
11	National Conference	Gandhi Gram University	24.02.2011

12	National Workshop	Department of Commerce Periyar University	25.07.2013 to 26.07.2013
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V. FDP, Attended

Sl. No	Name of the Programme	Place	Duration
1.	FDP on Entrepreneurship Development Programme	CII Coimbatore	21.08.2007
2.	FDP on teaching training research and administration methodology.	VIIMS, Tiruchengode	11.08.2007
3.	Faculty orientation programme	CII, Coimbatore	10.08.2007
4.	EDP on Entrepreneurship Development – DST Sponsored	ITCOT & VIIMS, Tiruchengode	26.10.2009 to 06.11.2009
5.	EDP on Entrepreneurship Development	PRIMS, Periyar University.	09.03.2011 to 20.03.2011

VI. SEMINAR, WORKSHOPS ORGANISED:

Sl. No	Name of the Programme	Place	Date
1.	National seminar on emerging trends in marketing	Vivekanandha Institute of Information & Management Studies, Tiruchengode	29.03.2006
2.	National seminar on Transformation Human Resources	Vivekanandha Institute of Information & Management Studies, Tiruchengode	27.10.2006
3.	National convention on Gen Next – 2007	Vivekanandha Institute of Information & Management Studies, Tiruchengode	12.10.2007
4.	Inauguration of ED Cell	Vivekanandha Institute of Information & Management Studies, Tiruchengode	16.09.2008
5.	International seminar	Vivekanandha Institute of Information & Management Studies, Tiruchengode	30.01.2009 to 31.01.2009
6.	Entrepreneurship awareness programme	Vivekanandha Institute of Information & Management Studies, Tiruchengode	12.09.2009
7.	EA Programme	Vivekanandha Institute of Information & Management Studies, Tiruchengode	01.10.2009

8.	Entrepreneurship Guidance Cum Motivation Campaign	Vivekanandha Institute of Information & Management Studies, Tiruchengode	11.11.2009
9.	FDP on EDP	Vivekanandha Institute of Information & Management Studies, Tiruchengode	26.10.2009 to 06.11.2009
10.	Inauguration of ED Cell	PRIMS Periyar University, Salem	08.04.2010
11.	Inauguration of Alumni Association	PRIMS Periyar University, Salem	09.04.2010
12.	Inauguration of Export Promotion Cell	PRIMS Periyar University, Salem	04.10.2010
13.	International Conference on Global Business Environment and its Impact on Management Education	PRIMS Periyar University, Salem	10 th & 11 th Feb 2011
14.	State Level Management Meet	PRIMS Periyar University, Salem	27 th September 2011
15.	ISBN Book Release	PRIMS Periyar University, Salem	21 st October 2011
16.	Inauguration of Periyar University Alumni Association	Periyar University, Salem	4 th November 2011
17.	EAP	PRIMS - Salem	3.12.2011
18.	EAP	PRIMS - Salem	3.01.2012 & 4.01.2012

VII. PAPER PRESENTATION DETAILS

Sl. No	Name of the Institute	Name of the Programme	Title of the Paper	Date
1	KSRCT, Tiruchengode	Seminar Managerial Skill	Role of management accountant in project financing.	29.01.1997
2	Karunya Institute of Technology, Coimbatore	National Conference	NPA Management – Approach	26.03.2004
3	E.G.S.Pillay Engineering College	National Level Seminar	Growth and Development of IT industries in India	27.03.2004
4	Gobi Arts & Science College, Gobi	National level seminar	Role of foreign Investment in Indian Economic Growth Due to impact of liberalization	10.09.2004 to 11.09.2004
5	Nallamuthu Gounder Mahalingam College, Pollachi	National level seminar	Security of Food to Eradicate Poverty in India	22.09.2004

6	Adaikalamatha Institute of Management	International Management Convention	Impact of Globalization in Indian Economic Growth	27.09.2004 to 28.04.2004
7	Kongu Arts & Science College, Erode	National level seminar	The Role of IPR in International Trade	18.08.2005 to 19.08.2005
8	VICAS, , Tiruchengode	National seminar	Institutional finance to woman entrepreneurs	25.02.2006
9	University of Madras, Chennai.	National level seminar	Emerging trends in capital market.	10.02.2005 & 11.02.2005
10	VIIMS, Tiruchengode	International seminar	Impact of globalization in Indian economy after 2008	30.01.2009 & 31.01.2009
11	PRIMS, Salem	National seminar,	Quality of work life	04.02.2010& 05.02.2010
12	The Gandhigram Rural Institute, Gandhigram	National seminar,	Social Aspects of CSR Through Rural Industries	23.02.2011& 24.02.2011
13	Bharathiyar University, Coimbatore	National seminar,	Green Consumerism In India	22.07.2011& 23.07.2011
14	Bharath University, Chennai	International seminar	Behavior Of Women in online Trade Market	25.08.2011& 26.08.2011
15	R K K R Business School, Salem	National seminar	Current Trends in Textile Industry	20.10.2011
16	The Gandhigram Rural Institute, Gandhigram	National seminar,	Agricultural Product Marketing in India	17.12.2011& 18.12.2011
17	The Gandhigram Rural Institute, Gandhigram	National seminar,	1.Rural marketing hubs 2.Griculture Products Marketing In India-An Overview.	17.12.2011& 18.12.2011
18	Rajah Serfoji Government College,Thanjavur.	International conference	Primary Health Care Resources in India – As Study	15.12.2011& 16.12.2011
19	Guru Nanak College, Velachery, Chennai	National Seminar	Opportunities and Challenges for Women Entrepreneurs	25.01.2012
20	Guru Nanak College, Velachery, Chennai	National Seminar	Conceptual Changes in Export Marketing	25.01.2012
21	Guru Nanak College, Velachery, Chennai	National Seminar	Creative Marketing Strategies in Context to Service Marketing	25.01.2012
22	Adaikalmatha Institute of Management ,Thanjur	International conference	Women Entrepreneurs in Small Scale industries in Erode town	28.01.2012
23	Sree Saraswathi Thiyagaraja College	National conference	Problems and perspectives of Women Entrepreneurs	3.02.2012
24	Sree Ganesh School of Management, Salem	International Conference	Security and Exchange Bord of India	24.02.2012
25	Loyola College, Chennai	National Conference	Human Relationship Management in Banking & Insurance Sector	15.02.2012& 16.02.2012
26	Bharathiar University	National Seminar	Environmental Policy	23.02.2012

27	PRIMS, Periyar University	National conference	Role of Women Entrepreneurs in Developing Indian Economy	23.02.2012 & 24.02.2012
28	PRIMS, Periyar University	National conference	India Exports- Challenges and Prospects	23.02.2012 & 24.02.2012
29	PRIMS, Periyar University	National conference	Measuring Entrepreneurial Orientation with Special Reference to Tamil nadu	23.02.2012 & 24.02.2012
30	Padmavani Arts and Science College for Women	National Conference	The Importance of Advertisements in Promoting Textile Exports	2012 Oct
31	Vysya Institute of Management Studies	National Conference	1.Green Entrepreneurs 2. Opportunities and Challenges of a new Entrant in International Marketing Arena.	March 2012
32	Bharath University	International Conference	Challenges for in Women in 21 st Century	March 9 th 2012
33	Sakthi Institute of Information and Management Studies	International Conference	Emerging forms of Women Entrepreneurship and Innovation	May 11 th 2012
34	Annamalai university Department of Business Administration	International Conference	Challenges Faced y Women Entrepreneurs in India	July 27- 29 th 2012
35	Annai Mathammal Sheela Engineering College	International Conference	Global Economic Crisis: Causes and Impact on Indian Stock Market	September 14 th 2012
36	Annai Mathammal Sheela Engineering College	International Conference	Impact of Global Crisis: Impact on Indian Stock Market	September 14 th 2012
37	VICAS, Tiruchengode	National Seminar	The Role of Indian Entrepreneurs in Booting the Textile Exports	21.09.2012 to 22.09.2012
38	VICAS, Tiruchengode	National Seminar	Women Empowerment	21.09.2012 to 22.09.2012
39	Annual Conference of Association of Economics of Tamil nadu -XXXIII	Annual Conference	Formers Perception towards Agriculture Insurance Companies –A Case Study of Erode District	27 & 28 oct 2012
40	Jayam College of Engineering and Technology	National Conference	A Study on Socio Economic background of Entrepreneurs in Small Scale Industries with special Reference to Unorganized Sector and Organized Sector	April 26 2012
41	RVS Institute of Management studies	National Conference	Current Scenario of Indian Textile Industry Export Performance	15 th September 2012

42	International Conference on Business, Economics & Accounting	International Conference	A Study on Challenges and Opportunities to women Entrepreneurs in Salem District of Tamil Nadu(India)	20-23 March 2013
43	Building Management Model for Sustainable Growth	International Conference	“Learning on Women Empowerment and Classifying the Hurdles and Opportunities Available to Women Entrepreneur”	June 2013
44	“New Vistas of Indian Business in Global Scenario” Brahma School of Business	International Conference	Rural Women Empowerment & Entrepreneurship Development	19 th October 2013
45	“New Vistas of Indian Business in Global Scenario” Brahma School of Business	International Conference	A Study on Problems of Women Entrepreneurship in Rural India	19 th October 2013
46	“New Vistas of Indian Business in Global Scenario” Brahma School of Business	International Conference	Rural Women Empowerment and Entrepreneurship Development	19 th October 2013
47	Globalization and its impact on Indian Economy – Sri Vasavi College, Erode	International Conference	A study on challenge faced by women entrepreneurship in India	2 nd January 2014
48	Business Challenges and Opportunities for Transformation Excellence – Vasavi Vidya Trust Group of Institution, Salem	National Conference	Rural – urban linkages for Development of Rural economy in Tamilnadu	26 th February 2014
49	Emerging Management Tends and Strategies – PRIMS, Periyar University, Salem	National Seminar	Challenges of Growing young women Entrepreneurs in Informal Sector	6 & 7 th March 2014
50	Emerging Management Tends and Strategies – PRIMS, Periyar University, Salem	National Seminar	The Barriers in Exporting to the Eruopean Union: Dilemma of Indian Textile firms	6 & 7 th March 2014
51	Emerging Mangement Tends and Strategies – PRIMS, Periyar University, Salem	National Seminar	Women Empowerment – problems and prospects for Tamilnadu	6 & 7 th March 2014
52	International Centre of Economics, Humanities and Management	International Seminar	Women Entrepreneurship in the context of Gender competitiveness, opportunities and Hurdles	March 22-23, 2014

VIII CO-ORDINATOR

Sl. No	Designation	Place	Duration
1.	Co-coordinator	Entrepreneurship Development Cell- (PRIMS)	Dec 2009 to till date
2.	Co-coordinator	Export Promotion cell- (PRIMS)	June 2010 to till date
3.	Co-coordinator	Periyar University Alumni Association	Feb 2011 to till date

IX. PUBLICATIONS, RESEARCH & FUNDED SCHEMES

PUBLICATIONS (BOOKS):

S. No.	Title of the Book	Publisher	Year
1.	Accounting for Management	Laxmi Publications (P) Ltd., New Delhi.	2007
2.	Project Financing and Management.	Pondicherry University Publication.	2007
3.	Security Market Operations	Pondicherry University Publication.	2007
4.	Financial Management	S.Chand & Co., New Delhi.	2010
5.	A Research Book On Global Business Environment And its Impact on Management Education	Himalaya Publication. Mumbai	2011

PUBLICATIONS (JOURNALS):

S.No.	Name of the Journal	Title of the Paper	Year
1.	Facts for You Issn 0970 2652	All about BPO Business Process Outsourcing	Oct 2010
2.	Women Empowerment in India Challenges Ahead / ISBN 978 81 8371 373 3	The Role of Indian Banking Sector in the Promotion of Self Help Groups	January 2011
3.	Facts for you Issn 0970 2652	Palm Tree Seeking Attention	August 2011
4.	International conference on Emerging Trends in E- Advertising / ISBN 978-81-9205-611-2	Trading Behavior of women in online Trade Market	August 2012
5.	National Seminar on Innovative Strategies for corporate management in the Globalized Scenario/ ISBN 978 81 90792 48 6	1. Conceptual Changes in Export Marketing, 2. Creative Marketing Strategies in Context to Service Marketing, 3. Opportunities and Challenges for Women Entrepreneurs'	January 2012
6.	Emerging Trends in Management Practices - NCETMP 2012 / ISBN 978 81 922849 1 0	Problems and Prospectus of Women Entrepreneurship	February 2012

7.	Journal of Management and Science ISSN no 2249 1260	Human Relationship Management in Banking & Insurance Sector	February 2012
8	Innovative Management Strategies for Emerging Business Paradigms ISBN:978-81-909038-1-3	Women entrepreneurs in small Scale Industries in Erode down	Jan 2012
9	Modern management Practices for Business	Women Empowerment through Economic Development	March 2012
10	Business Practice for sustainable Integration	Indian Textile Exports :Post-Multi fiber Arrangement Scenario	March 2012
11	Facts of Business Excellence and Computational Intelligence ISBN.No:978-81-922849-5-8	1.Green Entrepreneurship 2. Opportunities and Challenges of a new Entrant in International Marketing Arena.	March 2012
12	Journal of Management and Science / ISSN 2249 1260	Issues and Challenges for Women Entrepreneurs	June 2012
13	Emerging Trends in Global Business ISBN No:978-93-81537-00-8	Current Scenario of Indian Textile Industry Export Performance	Sept2012
14	IBEA 2013 International Conference on Business, Economics & Accounting Thailand ISBN No.978-602-19725-1-9	A Study on Challenges and Opportunities to women Entrepreneurs in Salem District of Tamil Nadu (India)	March 2013
15	IBEA 2013 International Conference on Business, Economics & Accounting Thailand ISBN No.978-602-19725-1-9	The Growth of Indian Textile Industry fuelled by the Indian Trade Policy	March 2013
16	Shanlax International Journal of Management ISSN : 2321 - 4643	Global perspective on the critical factors affecting the Textile export Development	June 2013
17	Shanlax Publications ISBN: 978-93-80686-42-4	“Learning on Women Empowerment and Classifying the Hurdles and Opportunities Available to Women Entrepreneur”	June 2013
18	Shanlax International Journal of Management ISSN : 2321 - 4643	“Empowerment of Rural Women Through Self-Employment – A study with Special Reference to Idappadi Taluk in Salem District”	June 2013
19	Shanlax International Journal of Management ISSN : 2321 - 4643	A study of entrepreneurial culture entrepreneurs in informal sector	June 2013
20	Shanlax International Journal of Management ISSN : 2321 - 4643	Measuring the benefits of women entrepreneurship development policy	June 2013
21	Indo Asian Journal of Advanced Management ISSN 2250-1266	Trends in Entrepreneurship	June 2013
22	Indian Journal of Applied Research ISSN No – 2249 – 555X Impact Factor-2.1652	A Study on Market Potential Analysis of Lakme Products with Special Reference to Namakkal Region	August 2013
23	Intercontinental Journal of Marketing Research Review	A study on Market Potential Analysis of Electric Vehicle with	September 2013

		Special Reference to women Entrepreneurs in Namakkal District	
24	EPRA International Journal of Economics, Business and Management Studies	A Study on Growth of Informal Women Entrepreneur in Agricultural Business	October 2013
25	Zenith International journal of Multidisciplinary Research, ISSN 2231-5780 Vol.3(11)	Investor Awareness in Mutual Funds: A study with Reference to Namakkal Distrct, Tamilnadu, India	November 2013
26	Intercontinental journal of Finance Research Review ISSN-2321-0354(O) 2347-1654(P) Impact Factor-0.604	Challenges Faced by Women Agripreneurs in Tamilnadu	January 2014
27	Proceedings of the 2 nd National Conference on Business Challenges and Opportunities for Transformation Excellence	Rural –Urban Linkages for Development of Rural Economy in Tamilnadu	February 2014
28	Indian Journal of Applied Research ISSN No – 2249 – 555X Impact Factor-2.1652	Industrialized procedure and its collision on the development of Indian textile trade	March 2014
29	Indian Journal of Applied Research ISSN No – 2249 – 555X Impact Factor-2.1652	Industrialized Procedure and its collision on the Development of Indian Textile Trade	March 2014
30	Emerging Management Trends and Strategies ISBN:978-93-80686-16-5	Challenges of Growing Young Women Entrepreneurs in Informal Sector	March 2014
31	Indian Journal of Applied Research ISSN No – 2249 – 555X Impact Factor-2.1652	Managerial Challenges and Linking Innovations in Women Entrepreneurship	April 2014
32	Akshay International Journal of Management ISSN-0975-9271	Women Entrepreneurship Education In India	April 2014
33	Indian Journal of Applied Research ISSN-2249-555X Impact Factor-2.1652	To study on the Problems faced by the Women Entrepreneurs (Special reference to selected districts of Tamilnadu	May 2014
34	Paripax- Indian Journal of Research ISSN-2250-1991, Impact Factors-1.6714	Problem and Prospects of Women Entrepreneurs in India	June 2014
35	Intercontinental journal of Finance Research Review ISSN-2321-0354(O) 2347-1654(P) Impact Factor-0.604	A study on Financial Analysis with Reference to Salem District Co- operative Milk Producers Union Ltd,(AAVIN) Salem	June 2014
36	Indian Steam Research Journal ISSN-2230-7850, Impact Factor-2.1506	Women empowerment through entrepreneurial Development of poverty alleviation (With special Reference to Pudhu Vaazhvu Project in T amilnadu)	June 2014
37	Proceedings of the National Seminar on Role of ICT in Education and Development – Opportunities and Challenges	Information and Communication Technology for Women’s Empowerment in India	June 2014

	ISBN:978-93-82570-35-6		
38	Indian Journal of Applied Research ISSN No – 2249 – 555X Impact Factor-2.1652	A study on working Capital Management with special reference to steel authority of India Ltd,	July 2014
39	Paripex- Indian Journal of Research ISSN-2250-1991, Impact Factors-1.6714	A Study on Financial Performance of Shevapet Urban Co-operative Bank, Salem	July 2014
40	Global Journal For Research Analysis ISSN-2277-8160,Impact Factor-1.5408	A study on Working Capital Management of Salem District Co-operative Milk Producer Union Ltd, Salem	July 2014
41	Intercontinental Journal Of Finance Research Review ISSN:2347-1654,Impact Factor:0.604	A study on awareness on savings and investments of students Studying at higher secondary level in namakkal district, Tamilnadu, india	July 2014

RESEARCH:-

1. MBA Project Guided : 180 Nos
2. M.Phil Project Guided : 020 Nos
3. Ph.D Guiding : 008 Nos

Details of Funds Received:

S.No.	Particulars	Sponsoring Agency	Date	Amount
1.	Implementation of EDC project	AICTE	28.04.2009	Rs.8,00,000
2.	Major Research Project	UGC – New Delhi	Feb 2011	Rs.4,77,200
3.	To Organise EAC EDP, FDP	EDI-Ahamadabad	Oct-2011	Rs.3,18,000

Proposal Submitted:

S.No.	Particular	Sponsor Agency	Date	Amount
1	Innovative Programme Proposal Advanced PG Diploma in Entrepreneurship.	UGC New Delhi	15/07/2011	60,00,000
2	Problems of Textile Industry in Tamil Nadu	CSIR	25/08/2011	7,50,000

Coordination with NBA and NAAC Committees

Declaration

I hereby declare that all the above furnished details are true to the best of my knowledge.

Signature