

RESUME



Name : **Dr. E.L. RAMAR**

Designation : Head & Assistant Professor
P.G and Research Centre in Commerce,

Address for Communication :
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Age and Date of Birth : 54 & 11.05.1967

Sex : Male

Nationality & Religion : Indian & Hindu

Educational Qualification : **M.Com., M.Phil., PGDCA., Ph.D.,**

<i>Educational Qualification</i>	<i>Name of the Institution</i>	<i>Yr. of Passing</i>	<i>% of Marks</i>	<i>Class/ Division</i>
M.Com	Ayya Nadar Janaki Ammal College, Sivakasi	April 1990	70%	I
M.Phil	Ma nonmaniyam Sundaranar University, Tirunelveli	April 2002	65%	I
PGDCA	Manonmaniyam Sundaranar University, Tirunelveli	April 2013	62%	I
Ph.D	Bharathiar University, Coimbatore	May 2014		

Research Work

M.Phil: “Marketing of Cotton in Rajapalayam Town”

Ph.D : “A study on Electronic Customer Relationship Management Services of Banks in Virudhunagar District”

Research Publications

Articles in Journals and Magazines : **17 Articles**

Guest Lectures Delivered : **2**

Resource Person in Seminar and Workshop : **3**

Seminars and Workshops Conducted : **1**

Paper Presented in Seminar and Workshop : **10**

Teaching Experience

Total : 27 Years

4 Months Under Graduate Level : 27 Years

4 Months Post Graduate Level : 13 Years

11 Months

S. No.	Designation	Period	
		From	To
1	Assistant Professor Department of Commerce (S.F) Rajapalayam Rajus’ College, Rajapalayam – 626 117.	04-07-1994	02-12-2007
2	Assistant Professor PG and Research Department of Commerce Rajapalayam Rajus’ College, Rajapalayam – 626 117.	03-12-2007	Till Date

Research Experience

Ph.D Guidance

Ongoing : 04

Submitted : 01

M. Phil Guidance

Guided : 11 (upto 2018-2019)

Ongoing : 01

Research Project Completed : 01

Project 1- Minor

Funding Agency : University Grants Commission

Title : **“A study on Electronic Banking Services of Public Sector Commercial Banks in Rajapalayam”**

Sanctioned Amount : Rs. 1,80,000

Amount Utilized : **Rs. 1,77,881**

The Year of Completion : December 2017.

Subject Expert

The Honourable Vice-Chancellor of Madurai Kamaraj University has nominated as a subject expert in commerce for the appointment of permanent vacancy at V.V.V. College, Virudhunagar.

Tamil Nadu Public Service Commission has selected as Question paper setter and Examiner in the subject of Financial Management for Assistant Collectors / Deputy Collectors.

Other Information

- Board of studies member in Madurai Kamaraj University, Madurai, Ayya Nadar Janaki Ammal College, Sivakasi, V.H.N.S.N. College, Virudhunagar and Sri S.R.N.M. College, Sattur.
- Question paper setter more than 10 Colleges and Barathidasan University, Trichy.
- External Examiner for the M.Phil Viva-Voce Examination.

Resource Person /Chief Guest in Seminars and Workshops

S.No	Title	Institution	Date
1	Two Day National Seminar on Rural Women Empowerment – A Way of Sustainable Development	Ayya Nadar Janaki Ammal College, Sivakasi	9 th & 10 th Jan 2019
2	Two Day National Seminar on “Role of ICT on MSME”	Sri Vidhya College of Arts and Science, Virudhunagar.	20 th & 21 th Feb 2019
3	Two Day National Seminar on Make in India: Opportunities and Challenges sponsored by ICSSR	Sri Kaliswari College, Sivakasi	7 th & 8 th Aug 2019

Seminars and Workshops Conducted

S.No	Title of the Seminar/Workshop	Institution	Date
1	International Level Conference on Digital Economy-Emerging Trends in Commerce & Management	Rajapalayam Rajus' College, Rajapalayam	20 th Feb 2020

Guest Lecture programme

S.No	Title	Institution	Date
1	Tax Planning	Sri Kaliswari College, Sivakasi	22.01.2021
2	Blended Learning	V.H.N.S.N. College, Virudhunagar	03.09.2021

List of Research Articles Published in Journals and Magazines

1. Customer Relationship Management in Banking Sector, *Monthly Public opinionsurvey*, November 2010.
2. Sales Promotional Strategies for Banks, *Indian Economic Panorama*, January 2012.
3. E-CRM in Indian Banks – An Overview, *Monthly Public opinion survey*, October 2012.
4. Attitude of Customers towards e-CRM Services of Banks in Virudhunagar District, Tamil Nadu, *Facts For You*, December 2013.
5. Motivation Factors of Internet Banking and Socio-Economic Status of the Customers, *A Relationship Study*, July-September 2015.
6. Attitude of Customers towards Electronic Banking Services of Public Sector Commercial Banks in Rajapalayam, *Devanga Arts College Manas*, December 2016.
7. Electronic Banking Services of Public Sector Commercial Banks in Rajapalayam, *Kaveripakkam College Journal of Management Research*, March 2017.
8. A Study on Policyholders Attitude towards Life Insurance in Virudhunagar District, *Journal of Emerging technologies and Innovative Research*, March 2019.
9. Analysis of E-CRM Services of Banks: from the View of Bankers, *ACTA UNIVERSITATIS DANUBIUS*, April 2017.
10. A Study on Policyholders Attitude towards Life Insurance in Virudhunagar District, *Journal of Emerging technologies and Innovative Research*, March 2019.
11. A Study on Growth and Development of different types of Life Insurance Policies, *Sadakath - A Research Bulletin*, Vol.-IV, Special Issue 3, March 2019.
12. Corporate Social Responsibility: A Theoretical Perspective, '**Research Journey**' *International E-Research Journal*, Special Issue 266(D), May 2021, Impact Factor-6.625.
13. The Profile of Customer Perception towards Corporate Social Responsibility of Banks in Virudhunagar District, *Journal of Emerging Technologies and Innovative Research*, Vol.-VIII, Issue 5, May 2021.

14. Perception of Employees' Towards Corporate Social Responsibility of banks in virudhunagar District-An Analysis, '**Research Journey**' **International E-Research Journal**, Special Issue 266(G), May 2021, Impact Factor-6.625.
15. A Study on Policyholders Attitude Towards Life Insurance with Special Reference to Rajapalayam Town, '**Research Journey**' **International E-Research Journal**, Special Issue 266(A), May 2021, Impact Factor-6.625.
16. Technology based Impact of commercial Banks in virudhunagar District, '**Sardar Patel Institute of Economic and social Reserch**, Volume-51, No.1 (II), January-June 2021, UGC Care Group-I, ISSN-0378-4568.
17. Technology in Banking-An Impact study in the commercial Banks with Special reference Virudhunagar District, **Wesleyan Journal of Research**, Vol.-14 No 1 (VII), Issue 5, 2021. ISSN-0975-1386.

Seminars and Workshops Attended

S.No	Title of the Seminar/Workshop	Institution	Date
1	National Level Conference on Economic Reforms in India – Issues and Challenges	Sri Venkateshwara College of Arts and Science, Peravurani.	23-10-2010
2	UGC sponsored National Level Conference on Sales Promotional Strategies of MSMEs	V.H.N.S.N. College, Virudhunagar.	22-12-2010 & 23-12-2010
3	National Seminar on Green Business	Ayya Nadar Janaki Ammal College, Sivakasi	18-03-2011
4	UGC Sponsored Two Days National Level Seminar on Impact of Climate Change on Indian Economy	Ayya Nadar Janaki Ammal College, Sivakasi	05-03-2012 & 06-03-2012
5	UGC sponsored National Level Seminar on Financial Inclusion for Inclusive Development	Ayya Nadar Janaki Ammal College, Sivakasi	15-03-2013 & 16-03-2013
6	ICSSR Sponsored Two Day National Seminar on Make in India – Opportunities and Challenges.	Sri S.R.N.M College, Sattur	17-03-2017
7	National Level Seminar on Recent Trends in E-Payment	Rajapalayam Rajus College, Rajapalayam	28-09-2018

8	ICSSR Sponsored Two Day National Seminar on Role of ICT on MSME	Sri Vidhya College of Arts and Science, Virudhunagar.	20-02-2019 & 21-02-2019
9	IMPRESS Sponsored Two Day National Level Seminar on “Foreign Direct Investment in Make in India”	Sri Kaliswari College, Sivakasi.	07-08-2019 & 08-08-2019
10	Innovative Business Practices in the Present Digital Era (IBPDE-2K21)	Dr.Zakir Husain College, Ilayangudi.	06-03-2021