

RESUME**A. General Information**

- a) Name : **Mr. R. VISHNUSHANKAR**
- Qualification : M.Com, M.Phil., M.B.A., M.Phil., P.G.D.C.A.,
- Designation : Assistant Professor of Commerce,
- Department : PG Department & Research Centre in Commerce,
Rajapalayam Rajus' College,
Rajapalayam – 626117.
- b) Address (Residential) : 285, Srengapalayam Street,
RAJAPALAYAM – 626117.
- c) Phone (Residence) : 04563 - 296774
- Mobile : + 91 9894555370
- d) Date of Birth : 06.10.1984
- e) Area of specialization : Finance & Human Resource Management
- f) E-mail ID : drvishnushankar@gmail.com
rvs@rrc.ac.in
- g) Nationality : Indian
- h) Religion : Hindu
- i) Community : General
- j) Mother tongue : Telugu
- k) Gender : Male
- l) Language Known : Tamil, English & Telugu.

B. Academic Qualifications

Exam passed	Board / University	Subject	Year	Division Grade Merit, etc.,
High School (SSLC)	State Board	Science, Mathematics, Social Science	1999	First with Distinction
Diploma in Commercial Practice (D.C.P)	State Board of Technical Education and Training, Tamil Nadu	Accountancy, Commerce, Banking, Statistics	2002	Second
Bachelor's Degree (B.Com)	Madurai Kamaraj University, Madurai	Commerce	2004	First
Master's Degree (M.Com)	Madurai Kamaraj University, Madurai	Commerce	2009	Second
Research Degree (M.Phil. Commerce)	Madurai Kamaraj University, Madurai	Commerce	Sep 2010	First with Distinction
Ph. D. (Commerce) Pursuing	Madurai Kamaraj University, Madurai	Commerce	-	-
Others (Diplomas etc.): P.G.D.C.A	Madurai Kamaraj University, Madurai	Computer Applications	2010	First
Master's Degree (M.B.A)	Anna Univeristy, Chennai	Financial Management , HRM	2006	First with Distinction
Research Degree (M.Phil. Mgmt.)	Alagappa University Karaikudi	Management	Oct 2009	Second

C. Particulars of NET / JRF / SLET / SET / GATE etc.

Name of the Test	Conducting Body	Month & Year	Roll Number	Subject	Score, if Applicable
National Eligibility Test (NET)	University Grants Commission, National Educational Testing Bureau, New Delhi	30 th November, 2011	37080202	Commerce	----

D. Research Experience & Training:

Research stage	Title of work / theses	University /Institution where the work was carried out
M.Phil. (Commerce)	Performance Evaluation of Mutual Funds – A Study with Reference of Top 10 Mutual Fund Companies in India.	Madurai Kamaraj University, Madurai.
M.Phil (Management)	A Study on Financial Performance of Sudarsanam Spinning Mills Ltd, Rajapalayam.	Alagappa University, Karaikudi

Ph. D. (Commerce) Pursuing	Performance Evaluation of Indian Mutual Funds – A Comparative Study between Public Sector and Private Sector Mutual Funds.	Madurai Kamaraj University, Madurai.
Post Doctoral	-	-
Research guidance (Give names of students guided successfully) - Nil-		
Training (Please specify) - Nil-		

Total Publications: 6

S.No	Date	Title	Name of journal/ Proceedings/Books	Published Institution	ISBN/ ISSN
1	April – June 2013	A Case Study on Rajiv Gandhi Equity Saving Scheme (RGESS) – A New Way to Save Tax in India	<i>International Journal of Functional Management (A Unique Journal for Management Multi disciplinary Research)</i>	SSM Educational and Research Foundation, Salem, Tamil Nadu	ISSN No. 2319 -1406 Issue – 2 /Vol.3/ April – June 2013.
2	24 th – 25 th July 2015	A Case Study on Tax Dispute with Finnish Handset Maker and Income Tax Authority	<i>Proceeding of National Conference on Tax Reforms in India – Opportunities and Challenges</i>	Department of Management Studies, SriKaliswari College, Sivakasi	ISBN No. 978-81-9324-5-2
3.	March 2017	Make-in-India – Present Scenario of Manufacturing Sector	<i>Research Journal of SRNMC – Make in India – Opportunities and Challenges</i>	Department of Commerce, Sri. S.R.N.M. College, Sattur	ISSN No. 2395 – 7085 Volume 1/ Special Issue / March 2017.
4.	February 2018	Present Scenario of CSR Policy – A Case Study of Ramco Cements	<i>Research Journal of SRNMC – Changing Global Scenario – Strategies for Business Sustainability</i>	Department of Commerce, Sri. S.R.N.M. College, Sattur	ISSN No. 2395 – 7085 Volume 1/ Special Issue / Feb 2018.

5.	March 2018	Higher Education System in Tamil Nadu and GER – An Overview	<i>Revolutionising Education, Mahamaya Rajkiya Mahavidalaya, Sherkot</i>	K.G. Publications, Uttar Pradesh	ISBN No. 978-81-934616-0-0
6	4 th June 2021	An Empirical Analysis of Growth and Resource Mobilisation of Public and Private Mutual Funds in India	<i>National Level Virtual Conference of Recent Trends in Commerce, Management and Economics</i>	South Indian Research Association (SIRA), Sankarankovil	---

D. Research Projects carried out: - Nil-

Title of project	Name of the funding agency	Duration	Remarks
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E. Seminars, Conferences, Symposia, Workshops etc., attended:

S.No	Name of the Seminar / Conference / Workshop	Venue	Date	Title of the Research Paper
1.	First Cluster College Joint Faculty Meet in Commerce	P.G. Department of Commerce, Sri Kaliswari College, Sivakasi	27.07.2013	Tool Fixation in Commerce
2.	Inter Collegiate Staff Meet	Department of Commerce (Corporate Secretaryship), Ayya Nadar Janaki Ammal College, Sivakasi	25.01.2014	----
3.	National Seminar on Marketing in Dynamic Business Environment	Department of Business Administration, St.Xavier's College, Palayamkottai	29.01.2014	Internet Marketing Business 2 Business
4.	One Day Workshop on Applied Research in Commerce	P.G & Research Department of Commerce, Rajapalayam Rajus' College. Rajapalayam	22.12.2014	One day workshop on Applied Research in Commerce
5.	Two Day National Conference on Tax Reforms in India – Opportunities and Challenges”	Department of Management Studies, Sri Kaliswari College, Sivakasi	24 th & 25 th July 2015	A Case Study on Tax Dispute with Finnish Handset Maker and Income Tax Authority
6.	Two day National Seminar on Industrial Waste Management in India:	Department of Management Studies, Sri Kaliswari College,	4 th & 5 th March 2016	Waste Management in India : An

	Problems and Prospects	Sivakasi		Overview
7.	Programme Advisory Committee (PAC)	Diploma in Modern Office Practice, P.A.C.Ramasamy Raja Polytechnic College, Rajapalayam	25.07.2016	Syllabus review meeting.
8.	Invited Guest lecture for CA – CPT Course	Sivakasi Branch of SIRC of ICAI.	21.09.2016	Quantitative Aptitude
9.	Two Days National Level FDP on Advanced Research Skills in Management Studies	Department of Business Administration Kalasalingam University.	21 st and 22 nd October 2016	Faculty Development Programme
10.	State Level - Ph.D Research Colloquium	PG & Research Department of Commerce, Rajapalayam Rajus' College, Rajapalayam.	11.01.2017	Performance Evaluation of Indian Mutual Funds – A Comparative Study between the Public Sector and Private Sector Mutual Funds
11.	6 th International Conference on Strategic Shift in Business Excellence for Sustainable Development in Indo-Global Business and Technology	Department of Management Studies Sri Ganesh School of Business Management, Salem.	10.02.2017	An Overview of Mutual Fund in India
12.	One Day State Level Seminar	Department of Business Administration, Rajapalayam Rajus' College, Rajapalayam.	10.3.2017	Performance Indicators of Equity Linked Saving Schemes – A Study Between Public and Private Sector Mutual Funds in India
13.	ICSSR Sponsored Two Day National Seminar on Make-in-India – Opportunities and Challenges	PG & Research Department of Commerce, Sri SRNM College, Sattur	17.03.2017	Make – in – India present scenario on Manufacturing Sector
14.	National Conference on “Digital India: Challenges & Opportunities	Kalasalingam School of Commerce, Kalasalingam University, Anand nagar, Krishnankoil	15.07.2017	Faceless, Paperless, and Cashless Transactions in India
15.	UGC (Autonomous Grant) Sponsored One Day International Conference on Changing Global Scenario – Strategies for Business Sustainability	PG & Research Department of Commerce, Sri SRNM College, Sattur	16.02.2018	Present Scenario of CSR Policy – A case study of Ramco Cements

16.	National Seminar on Revolutionising Education: Need, Challenges and strategies	Mahamaya Rajkiya Mahavidalaya, Sherkot (Bijnor), Uttar Pradesh	24 th & 25 th February, 2018.	Higher Education System in Tamil Nadu and GER – An Overview
17.	Two days National Seminar on Goods and Services Tax (GST) – A Paradigm Shift in Indian Taxation	PG & Research Department of Commerce, Rajapalayam Rajus' College, Rajapalayam	2 nd & 3 rd March, 2018	India's GST:A New Era in Taxation to Modify Value Added Tax
18.	Two days Multidisciplinary National E-Conference on "Rejuvenation through Innovation: Need of the Hour"	Government PG College, UNA, Himachal Pradesh.	1 st & 2 nd July, 2020	Impact of Covid – 19 Pandemic and Strategic Plan to Boost the Indian Economy".
19.	Online National Conference on "INNOVATIONS, DISTINCTIVENESS AND BEST PRACTICES: BENCHMARKING IN HEIs"	Internal Quality Assurance Cell (IQAC) of V.V.Vanniperumal College for Women, Virudhunagar	22.10.2020	"INNOVATIONS , DISTINCTIVENESS AND BEST PRACTICES: BENCHMARKING IN HEIs
20.	Two day "Awareness Workshop – NIRF INDIA RANKINGS – 2021 for Higher Educational Institutions"	Institute for Academic Excellence in Collaboration with Collegiate Education & Technical Education Department, Govt. of Telangana.	18 th and 19 th January 2021	Awareness Workshop – NIRF INDIA RANKINGS – 2021

F. FACULTY DEVELOPMENT PROGRAMME:

1. Participated in the *Three Days Online Faculty Development Programme on "Leader – A Real Role Model"* organized by Department of Business Administration, Nallamuthu Gounder Mahalingam College, Coimbatore from **16th to 18th April 2020**.
2. Participated in the *Three Days National Level Online Faculty Development Programme on "Recent Trends in Artificial Intelligence and Impact on Teaching Professionals"* organized by School of Business Management – Buzzment & Buzztech Association, Rathnavel Subramaniam College of Arts and Science, Coimbatore from **22.04.2020 to 24.04.2020**.

3. Successfully completed *Two Weeks Faculty Development Programme on “Managing Online Classes and Co-creating MOOCs” from April 20 – May 06, 2020* organised by Teaching Learning Centre Ramanujan College, University of Delhi sponsored by Ministry of Human Resource Development, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, Delhi.
4. Participated in the *Online Faculty Development Programme on “My Life My Pride My Career”* organized by the Department of Accounting and Finance (Shift – II), Patrician College of Arts and Science, Chennai in association with Audacious Dreams Foundation held on *18th May, 2020*.
5. Successfully participated in the *Seven Days International Level Faculty Development Programme on “Impact of Post Covid-19 Scenario in Banking and Insurance Sector”* held on *20.05.2020 to 27.05.2020* organized by Department of Commerce – Banking and Insurance, Nallamuthu Gounder Mahalingam College, Coimbatore.
6. Successfully participated in the *Seven Day Faculty Development Programme on “Institutional Benchmarking of Best Practices”* organized by 10 Premier Institutes of India from *8th June to 14th June 2020* hosted by Dnyan Prabodhini Mandal’s Shree Mallikarjun & Shri. Chetan Manju Desai College, Canacona in association with Smt. Parvatibai Chowgule College (Autonomous), Margo, SMBS Thorat College, Sangamner.
7. Participated in the *“International Two Days Online Faculty Development Programme”* organized by Department of Business Administration, Rajapalayam Rajus’ College, Rajapalayam on *13.06.2020 and 14.06.2020*.
8. Energetically participated in the *“National Level One Day Online Faculty Development Programme on Enhancing Classroom with Gamification”* organized by Department of Business Administration, Rajapalayam Rajus’ College, Rajapalayam on *25.06.2020*.
9. Successfully completed *Seven Days National Level Faculty Development Program on “Application of Tools & Techniques in Research Methodology & Accelerate to Publish Articles in Scopus and Web of Science”* organised by Department of B.Com Professional Accounting and Accounting & Finance, Hindusthan College of Arts and Science, Coimbatore from *17th – 24th December 2020*.

10. Participated in the Online FDP titled “*Cognitive Analysis in Financial Services*”, organized by Internal Quality Assurance Cell (IQAC), in association with School of Commerce & Management held from *04th August to 11th August 2021* and obtained “A” Grade, S.A. College of Arts and Science, Chennai.

G. Orientation / Refresher / Other Courses attended:

Name of the Course	Academic Staff College, University	Duration	Date
Orientation	UGC – Human Resource Development Centre (HRDC), Bharathiar University, Coimbatore	28 Days	18-11-2015 to 15-12-2015
Refresher	UGC – Human Resource Development Centre (HRDC), University of Lucknow, Lucknow	21 Days	07-11-2017 to 28-11-2017
Two Weeks Faculty Development Programme	Teaching Learning Centre, Ramanujan College, University of Delhi <i>(Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)</i>	14 Days	20-04-2020 to 06-05-2020
Online Refresher Course in Disaster Management (MD)	UGC – Human Resource Development Centre (HRDC), Madurai Kamaraj University, Madurai	14 Days	10-03-2021 to 23-03-2021

H. Teaching Experience:

Courses taught	Name of the University/ College, Institution	Duration
i) U.G. (B.Com)	Rajapalayam Rajus’ College, Rajapalayam	8 Years
ii) P.G. (M.Com)	Rajapalayam Rajus’ College, Rajapalayam	8 Years
iv) Any other degree	Certificate in Salesmanship	8Years

Total teaching experience

- a) Under–Graduate (BBA & B.Com) : _____ 14 Years _____
 b) Under–Graduate (Hons) : _____
 c) Post–Graduate : _____ 8 Years _____

I. Position Held in the Institution:

1. N.S.S Programme Officer for NSS Unit No. 171 – 01st September, 2010 to 30th June, 2016.
2. Treasurer of Rajapalayam Rajus' College Alumni Association – 1st July, 2013 to 24th November, 2020.
3. Member, Internal Examination Committee – June 2013 to till date.
4. Treasurer of Youth Hostel Association of India Rajapalayam Unit – 4th April to till date.
5. Nodal Officer of All India Survey on Higher Education – 20th June, 2016 to till date.
6. Coordinator of Placement Cell – 4th July, 2016 to 31st July, 2020.
7. Nodal Officer of National Institutional Ranking Framework (NIRF) – 2nd August, 2018 to 31st July, 2020.
8. Nodal Officer of Unnat Bharat Abhiyan 2.0 – 10th September, 2018 to 31st July, 2020.
9. Member in Registration Committee – Convocation Day – June 2013 to till date.
10. Coordinator of Internal Quality Assurance Cell (IQAC) – 12th February, 2020 to 30th September, 2021.

J. Innovations / Contributions in Teaching

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|--|---|---|
| a) Design of curriculum | : | ---- |
| b) Teaching Methods | : | I follow learner – centered method in my Teaching, considering the barriers, obstacles in the learning process. |
| c) Laboratory experiments | : | To use ICT Application on the concepts, methods and theoretical subjects to evaluate the basic idea into a digital form to our students in the classroom. |
| d) Evaluation methods | : | My method of evaluation is an ongoing process throughout the performance testing effort, it offers greater value when conducted early in the test project such as Seminars, Assignments, class modal test, Group Discussions. |
| e) Preparation of resource materials including books regarding materials, laboratory manuals etc., | : | For effective teaching I use PowerPoint Show presentation to inculcate the students easily and effectively. I am preparing |

- teaching materials from books, journals and web sources.
- f) Remedial Teaching / Students Counseling (Academic) : After identifying slow – learner’s and students with some social problems. I give personal counseling and guidance to overcome their problems. I also conduct special classes for slow – learners with prior permission from the Head of the Department and The principal, to get rid-off their academic problems.
- g) Any other : I speak to the students about their moral and social responsibility. I also make them to realize the need for their personality development and the need to be an honest citizen of our country. I courage the students to participate in extra circular activities to enrich their values.

K. Extension work / Community service

a) Please give a short account of your contribution to :

- i) Community work such as values of national integration, secularism, democracy, socialism, humanism, peace, scientific temper, flood or drought relief, small family norms etc.,
- * Commemorating Birth Anniversary of Swami Vivekananda, a mega procession organized by me (R.Vishnushankar) along with 100 students to promote national integration.
- * R.Vishnushankar along with 50 NSS Volunteers rendered free service every year on the occasion of Sri Andal Temple Car festival to promote secularism.
- ii) National literacy mission : --
- b) Position held / leadership role played in organisations linked with extension work NCC / NSS or any other similar activity
- * I served as the NSS Programme Officer of Unit No: 171 at our Rajapalayam Rajus’ College, MKU from 2009 to 2016. I have been awarded Best NSS PO Award for the year 2012-13 from Madurai Kamaraj University, Madurai.

* I (R.Vishnushankar) have been acting as a

Co-ordinator for Placement Cell in our College since June 2016.

* I am serving as Nodal Officer (AISHE) since June 2016.

* I also served as a Member in Internal Examination Committee from 2014 to 2018.

* I organized more than 10 plastic removal camps along with NSS Volunteers at rivers and ponds in Rajapalayam.

L) Participation in Corporate Life

Please give a short account or your contribution to : -

a) College / ~~University~~ / ~~Institution~~ : Since I am holding coordinator of various extension activities, I contribute much for the welfare of the College, Students as well as the society.

b) Co-curricular activities : NSS, Placement Cell, Alumni Association, Youth Hostel Association of India, Internal Examination Committee

c) Enrichment of campus life (hostels, sports, games, cultural activities) : Often I accompany Students to take part in various Cultural Competition in Other Colleges.

d) Students Welfare and Discipline : As a Tutor of the class I have been guiding and mentoring not only in their academics but also in personal welfare and discipline.

e) Membership / Participation in Bodies / committees on Education and National Development :

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f) Professional Organization of Teachers : --

g) a) Membership of Professional Bodies, : Annual Member of Youth Hostel Association Societies etc.,

b) Editorship of Journals : Assistant Editor of International Journal of Commerce and Management Research.

h) Any other information :

I R.Vishnushankar, Assistant Professor of Commerce at Rajapalayam Rajus' College and recipient of Best University NSS programme Officer for the year 2012-13 at Madurai Kamaraj University. I have been motivating students to prepare for

competitive exams, and also conducted On - Campus Interview for aspirants and personally counseling them to get good placements. Teaching, research and social work are my real strengths.

DECLARATION

I declare that the information and facts stated herein above are true and correct to the best of knowledge and belief.

Place: Rajapalayam

Date: 03.11.2021

(R.VISHNUSHANKAR)