

BIO-DATA



Name : **Dr. S. MOHAN**
Age & Date of Birth : 54; 18.06.1964
College Address : Principal &
Research Advisor in Commerce & Management
S.K.S.S Arts College
Tiruppanandal – 612 504
Kumbakonam, TN
Residential Address : ‘Sapthagiri’, 22 Noor Nagar
Pidari Kulam Road
Kumbakonam – 612 001, TN
Mobile: 094435 64662
E.mail: mohanskss@rediffmail.com

Qualification

<i>Degree</i>	<i>University</i>	<i>Year</i>	<i>Special Subjects</i>
M.Com.,	Bharathidasan University	1986	QT., OR., MIS & EDP
M.B.A.,	Periyar University	2009	Finance
M.Phil.,	Annamalai University	1988	Financial Management
Ph.D.,	Bharathidasan University	1995	Financial Management

Publications : **5 Books & 114 Articles**

<i>Seminars Participated & Papers presented</i>	: Courses & Training	05	
	International	26	
	National & State Level	60	
	Invited Talks	31	
	SEBI FE Programme	09	Total 131

Experience

Date of appointment : 06.07.1988

Status of appointment : **Permanent & Govt. Aided**

Teaching experience : UG: **30 Years 06 Months**
PG: **27 Years 03 Months**

Research experience : **23 Years; Completed Two Minor Research Projects** aided by UGC,
22 Ph.D., 89 M.Phil., and 60 PG Projects & **07 Ph.D** in progress

Administrative experience : Principal - **5 Years 06 Months**

- Others*
- * Member, Standing Committee for Academic Affairs, Bharathidasan University
 - * Member of Senate, Bharathidasan University
 - * Member, Board of Studies for 2 Universities & 5 Autonomous colleges
 - * Member, College Committee (University Representative) - 4 colleges
 - * Member (Subject Expert), University Inspection Commission for Affiliation of New College/ New Course - 7
 - * Academic auditor for 2 Autonomous colleges
 - * Lesson writer of Distance Education of Two Universities
 - * Doctoral Committee Member for 30 Ph.D., researches
 - * Question paper setter and Examiner for 13 Universities, 20 Autonomous, TNPSC, and Two professional bodies (ICAI & ICSI)
 - * Worked as Programme officer for NSS, RRC and Leo club for 9 years

Affiliating University : Bharathidasan University, Tiruchirapalli, TN

FEW PUBLICATIONS

BOOKS

1. A Book entitled “*Financial Management of Cooperative Spinning Mills*” by Chaitanya Publishing House, Allahabad, 1997, Total pages 176., (ISBN: 81-86985-00-X)
2. An edited book on “*Current Trends in Entrepreneurship*” by Deep & Deep Publications (P) Ltd. New Delhi, 2006, Total pages 289. (ISBN: 81-7629-781-X)
3. An edited book on “*Research Methodology in Commerce*” by Deep & Deep Publications (P) Ltd. New Delhi, 2007, Total pages 266. (ISBN: 81-7629-915-4)
4. An edited book on “*Financial Services*” by Deep & Deep Publications (P) Ltd. New Delhi, 2008, Total pages 587. (ISBN: 978-81-8450-019-6)
5. An edited book on “*Human Resources Management – Text and Cases*” by Regal Publications, New Delhi, 2010, Total pages 696. (ISBN: 978-8484-090-2)

ARTICLES

1. *Funds Management of CCBs*, Cooperative Perspectives, Pune, Vol No. 1, April – June 2008, PP 18 – 23
2. *Continuous Internal Assessment – An Objective Evaluation*, Readers Shelf, Jodhpur, Vol. 4, No. 11, August 2008, PP 17 – 19
3. *Priority Sector Advances by Urban Cooperative Banks*, TN Journal of Cooperation, Chennai, Vol.8, No.11, September 2008, PP 77 – 79
4. *Off Shore Business Process Outsourcing*, HRD Times, Chennai, Vol.10, No. 11, November 2008, PP 24 – 25
5. *Strategic Deployment of Working Funds*, TN Journal of Cooperation, Chennai, Vol.9, No.3, January 2009, PP 41 – 47
6. *Diversion of Loans – Causes and Impact*, Readers Shelf, Jodhpur, Vol. 5, No. 4, January 2009, PP 7 – 8
7. *Promotion of SHGs through Bank Linkage Programmes*, Cooperative Perspectives, Pune, Vol. 43, No.2 &3, July – December 2008, PP 43 – 46. (Co-author: Dr.S. Raju, Lecturer in Commerce, AVVM Sri Pushpam College, Poondi)
8. *Sources of Working Funds in UCBs*, Urban Credit, New Delhi, Oct – Dec 2008, PP19–23. (Co-author: Dr. S. Raju, Lecturer in Commerce, AVVM Sri Pushpam College, Poondi)
9. *NPA Management – A Critical Appraisal of CCB*, Cooperative Perspectives, Pune, Vol. 43, No.2 &3, January – April 2009, PP 43 – 46.
10. *Measuring Financial Performance of Banks*, TN Journal of Cooperation, Chennai, Vol.9, No.9, July 2009, PP 71 – 77
11. *Capital Adequacy Ratio – An Analysis*, Revelation – The Research Journal of KPB Hinduja College, Mumbai, Vol. I, June 2009, PP 42 – 48 (Co-author: Dr. S. Raju, Lecturer in Commerce, AVVM Sri Pushpam College, Poondi)

12. Perspectives of Deposits Mobilisation, E-journal – Issues in Agriculture and Rural Development, NABARD, Mumbai,
13. Sustainable Development of Tourism, M-Infiniti Journal of Management, Vol.3, Issue.2, September 2009, PP 63 -71
14. Strategies in Tourism Marketing, Survival and Growth Strategies for Business Dynamics, Scitech Publications (India) Pvt Ltd., Chennai, 2010, PP 643 – 649, (Co-author: Mr. R. Kumar, Assistant Professor of Commerce, DDE, Annamalai University, Annamalainagar)
15. Labour Productivity of Tamilnadu State Transport Corporation, The IUP Journal of Infrastructure, Hyderabad, Vol.VIII, No.1&2, March & June 2010, PP59 – 71
16. *Performance Appraisal of the Primary Cooperative Agricultural and Rural Development Banks*, Cooperative Perspectives, Pune, Vol. 44, No.2-4, July 2009-March 2010, PP 60 – 68, (Co-author: Dr. S. Suresh, Lecturer in Commerce, AVVM Sri Pushpam College, Poondi)
17. *Breakdowns and Accidents in State Transport Corporations*, Revelation – The Research Journal of KPB Hinduja College, Mumbai, Vol. III, June 2010, PP 34 – 42
18. *Recovery in Rural Credit*, HRD Times, Chennai, Vol.12, No. 11, November 2010, PP 20– 21
19. *Principles and Theories of Corporate Governance*, Business Ethics and Corporate Governance, Anuragam Publications, Chennai, pp.349-352. (Co-author: Mr. R. Kumar, Assistant Professor of Commerce, DDE, Annamalai University, Annamalainagar)
20. *Non Performing Assets: An Emerging Issue in Indian Banking*, Journal of Financial Services and Management, Pudukkottai, April-June 2011, Vol.II Issue 2, (Co-author: Mr. D. Venkadesh, Assistant Professor, AVVM Sri Pushpam College, Poondi)
21. *A Study of the Functional Evaluation of the Sarvodaya Sanghs in the Thanjavur District*, Asia Pacific Journal of Research in Business Management, April 2011, Vol.2, Issue 4, (Co-author: Dr. G. Prabhakaran, SASTRA University – SRC, Kumbakonam)
22. *Thanjavur: The Tourism Destination*, HRD Times, May 2011, Vol.13, No.5.
23. *Consumer Perception and Expectation of Life Insurance Product*, Southern Economist, May 2011, Vol.50 No.2, PP 29-33. (Co-author: Mr. G. Raju, Research Scholar, Bharathiar University)
24. *Customer Relationship Management: A Strategy for Revitalising Global Business*, Revitalising Global Business Issues Approaches and Strategies, December 2011, PP 751-754. (Co-author: Mr. R. Kumar, Assistant Professor of Commerce, DDE, Annamalai University, Annamalainagar)
25. *SERVQUAL Model for Measuring Service Quality*, HRD Times, January 2012, Vol.14, No.1, PP.24-26
26. *Competition – A Tool for Success in Business*, India – An Emerging Economic Power, Jayam Publications, Tiruchirappalli, February 2012, PP.136-138
27. *Collaboration – A New Way of Working Together in Business*, Innovations in Management, SELP Publications, Tiruchirappalli, February 2012, PP 76-79.
28. *Role of Non-Banking Financial Companies in India*, Innovative Management Strategies for Emerging Business Paradigms, S.P.Publication, Kumbakonam, 2012, Vol 2, PP 25-26

29. *Non-Banking Financial Institutions – Regulatory Challenges*, Emerging Issues in Service Sector, SELP Publication, 2012, PP 72-74.
30. *A Comparative Study of the Performance of LIC and Private Sector Life Insurance Players in India*, Emerging Issues in Service Sector, SELP Publication, 2012, PP 92-93.
31. *Housing Cooperatives in India*, Emerging Issues in Service Sector, SELP Publication, 2012, PP116-119.
32. *Sales Promotion Towards Life Insurance Products in Rural Areas*, Emerging Issues in Service Sector, SELP Publication, 2012, PP116-119.
33. *Asset-Liability Management in Banks*, Rathinam Journal of Management, Coimbatore, Vol.I, No.2, Jan-Mar2012, PP 1-11.
34. *Impact of Training on Entrepreneurial Development*, International Journal of Exclusive Management Research, Bangalore, Vol.2, Issue 6, June 2012, PP 1-8.
35. *Global Scenario of Non Banking Financial Companies*, M-Infiniti: Journal of Management, Vol.2, Issue 2, September2012, PP 67-719 (Co-author: Mr. D. Venkadesh, Assistant Professor, AVVM Sri Pushpam College, Poondi)
36. *Customer Relationship Management of Select Life Insurance Companies*, International Journal of Management Focus, Bangalore, Vol.III, Issue.1, Jan-Mar2013, PP 1-6. (Co-author: Mr.G.Raju, Asst. Professor, St. Thomas Arts & Science College, Chennai - 107)
37. *Perception of Tourists Towards Services in Thanjavur District*, Journal of Exclusive Management Science, Bangalore, July 2013, PP 10-18.
38. *Performance Appraisal of the Urban Cooperative Banks*, International Journal of Exclusive Management Research, Bangalore, Vol.3, Issue 4, Aug-Sep 20123 PP 36-44. (Co-author: Dr. S. Raju, Assistant Professor, AVVM Sri Pushpam College, Poondi)
39. *Determinants of Customer Relationship Management Practices in Commercial Banks - An Empirical Study*, Journal of Exclusive Management Science, Bangalore, Sep 2013, PP 7-11. (Co-author: Mr. R. Sivasankar, Asst. Professor, Govt. Arts College, Kumbakonam)
40. *Asset Liability Management in Non Banking Financial Companies*, Commerce Times, Nagarcoil, December 2013, PP 6-14. (Co-author: Mr. D. Venkadesh, Assistant Professor, AVVM Sri Pushpam College, Poondi)
41. *Rural Entrepreneurship in India*, Tactful Management, Solapur, Vol.II, Issue VI, March 2014, PP 1-7. (Co-author: Mr. P. Madhan Mohan Gandhi, Asst. Professor, Arignar Anna Govt College, Karaikal)
42. *“A Study on Customers’ Opinion Towards CRM implementation in Private Sector Banks (Using SERVQUAL Dimension) in Thanjavur district”*, Recent Trends in Management Practices, Tiruchirapalli, Vol. II, Issue-3, February 2013, PP.821- 824. (Co-author: Mr. R. Sivasankar, assistant Professor , Govt, Arts College, Kumbakonum)
43. *“Impact of Service Quality Delivery on Customer Satisfaction in Public and Private Sector Banks”*, International Journal of Exclusive Management Research, Bangalore, Vol. III, Issue-4, Aug-Sep 2013, PP. 67-71. (Co-author: Mr. R. Sivasankar, assistant Professor , Govt, Arts College, Kumbakonum)
44. *“Determinants of Customer Relationship Management Practices in Commercial Banks – An Empirical Study”*, Journal of Exclusive Management Science, Bangalore, Vol. II, Issue-2,

September 2013, PP. 1-7. (Co-author: Mr. R. Sivasankar, assistant Professor , Govt, Arts College, Kumbakonum)

45. *“Problems Faced by Rural Women Entrepreneurs in Karaikal district of Puducherry (UT), Indian Streams Research Journal, Volume-3, Issue-11, December 2013, PP. 1-4. (Co-author: Mr. P.Madhan Mohan Gandhi, Assistant Professor, Arignar Anna Govt. College, Karaikal)*
46. *A Comparative Study on the Performance of LIC and Private Sector Life Insurance Players in India, Emerging Issue on Service Sector, SELP publication, Trichy, March 2012, PP.92-93. (Co-author: Mr. V.Prabakaran, Assistant Professor, Sri Malolan College of Arts and Science, Maduranthagam)*
47. *Claims Management by Life Insurance Corporation of India, International Journal of Management Focus, Bangalore, Vol-II, Issue-2, Apr-Jun 2012, PP.57-62. (Co-author: Mr. V.Prabakaran, Assistant Professor, Sri Malolan College of Arts and Science, Maduranthagam)*
48. *A Study on Factors Affecting Customers Investment towards Life Insurance Policy, SRM BIZAD Research Review, Chennai, Vol-I, No-1, February 2015, PP.09-12. (Co-author: Mr. V.Prabakaran, Assistant Professor, Sri Malolan College of Arts and Science, Maduranthagam)*
49. *Productivity of LIC of India, SRM BIZAD Research Review, Chennai, Vol-II, No-1, March 2016, PP.303-306. (Co-author: Mr. V.Prabakaran, Assistant Professor, Sri Malolan College of Arts and Science, Maduranthagam)*
50. *Investment Pattern of Life Insurance Corporation of India, AE International Journal of Multidisciplinary Research. Bangalore, Vol-IV, Issue-9, September 2016, PP.1-12. (Co-author: Mr. V.Prabakaran, Assistant Professor, Sri Malolan College of Arts and Science, Maduranthagam)*
51. *Studies on Consumer Awareness of milk, Journal of Exclusive Management Science, Bangalore, Vol-5, Issue-03, March 2016, PP.27-30. (Co-author: Mrs. P.Sangeetha, Assistant Professor, R.B.Gothi Jain College for Women, Pulline, Redhills, Chennai)*
52. *Consumers’ perceived quality, value and risk towards purchase decision on car, Retail marketing: Opportunities and challenges, Poompohar college, Melaiyur, 2014, PP.117 – 124. (Co-author: Mrs.S.Gowri, Research Scholar, SKSS Arts College, Thiruppanandal)*
53. *Perceived risk in purchase of car, Paradigm shift in services marketing, Jayalakshmi Publications, Madurai, 2015, PP.185 – 188. (Co-author: Mrs.S.Gowri, Research Scholar, SKSS Arts College, Thiruppanandal)*
54. *Determinants of satisfaction of car owners in Thanjavur district, Emperor International Journal of Finance and Management Research, Vol.II, Issue 11, November 2016, PP. 71 – 78. (Co-author: Mrs.S.Gowri, Research Scholar, SKSS Arts College, Thiruppanandal)*
55. *Customers’ preference towards car purchase, International Journal of Exclusive Management Research, Vol.7, Issue 1, January 2017, PP.1 – 4. (Co-author: Mrs.S.Gowri, Research Scholar, SKSS Arts College, Thiruppanandal)*
56. *Recovery Management in Public Sector Banks, International Journal of Research & Business Innovation, Vol-3, February 2015, PP.97-99. (Co-author: Mrs. R.V.Hema, Assistant Professor, Idhaya College for Women, Kumbakonum)*
57. *Liquidity Management of Vijaya Bank, Bonfring International Journal of Industrial Engineering and Management Science, Vol-6, February 2016, PP.191-193. (Co-author: Mrs. R.V.Hema, Assistant Professor, Idhaya College for Women, Kumbakonum)*

58. *NPA Management of Public Sector Banks*, INDO Global Journal of Commerce and Economics, Vol-4, Issue 1, February 2017, PP.22-26. (Co-author: Mrs. R.V.Hema, Assistant Professor, Idhaya College for Women, Kumbakonum)
59. *Solvency of Public sector Banks*, *Primax International Journal of Commerce and Management Research*, Vol-4, Issue 4, Jan-Mar 2017, PP.1-9 (Co-author: Mrs. R.V.Hema, Assistant Professor, Idhaya College for Women, Kumbakonum)
60. *Rural Consumer Behaviour of FMCG*, *Journal of Exclusive Management Science*, Vol. 5, Issue 3, March 2016, PP.21-30. (Co-author: Mrs. S.Vennila, Research Scholar, SKSS Arts College, Thiruppanandal)
61. *Post Purchase Behavior of Consumers Towards Fast Moving Consumer Goods*, *Emperor International Journal of Finance and Management Research*, Vol. III, Issue 4, April 2017, PP.76-81, (Co-author: Mrs. S.Vennila, Research Scholar, SKSS Arts College, Thiruppanandal)
62. *Funds Management of State Bank of India and Associate Banks*, *Emperor International Journal of Finance and Management Research*, Vol-III, Issue-05, May 2017, PP.21-37. (Co-author: Mrs. M.Vanaja, Research Scholar, SKSS Arts College, Thiruppanandal)
63. *Retirement Planning: A Literature Survey*, *International Journal of Commerce and Management Research*, Vol V, Issue 1, April-June 2017, PP.51-58, (Co-author: Mr. Senthil Kalyana Sundram, Research Scholar, SKSS Arts College, Thiruppanandal)
64. *Retirement Planning of New Middle Class*, *Emperor International Journal of Finance and Management Research*, Vol III, Issue 10, October 2017, PP.167-170. (Co-author: Mr. Senthil Kalyana Sundram, Research Scholar, SKSS Arts College, Thiruppanandal)
65. *International marketing of petroleum products*, *Primax International Journal of Commerce and Management Research*, January 2016, pp.87-90, (Co-author: Mrs. D. Vengateswari, Asst Prof of Commerce, Idhaya College for Women, Kumbakonum)
66. *Capital structure of select oil and gas companies in India*, *ARS – Journal of Applied Research and Social Sciences*, Vol.4, Issue 20, October 2017, pp.43-51, (Co-author: Mrs. D. Vengateswari, Asst Prof of Commerce, Idhaya College for Women, Kumbakonum)
67. *Profitability of select oil and gas companies in India*, *Multidisciplinary Journal of Review of Research*, Vol.7, Issue 2. November 2017, pp.1-7, (Co-author: Mrs. D. Vengateswari, Asst Prof of Commerce, Idhaya College for Women, Kumbakonum)
68. *Lending operations of public sector banks*, *International Journal of Economics, Commerce and Research*, Vol 1, January 2018, pp. (Co-author: Mrs. R.V.Hema, Assistant Professor, Idhaya College for Women, Kumbakonum)
69. *Success and Issues of Women Entrepreneurs*, *Nehru School of Management Journal*, Vol-3, Number-2, March 2018, PP.14-21. (Co-author: Mrs. M.Vanaja, Asst Prof in Commerce, SKSS Arts College, Thiruppanandal)
70. *Role of Insurance in Micro Finance*, *KAHV International Journal of Economics and Commerce*, Vol.5, Issue.1, Feb 2018, (Co-author: Sr. Jasintha V.L, Asst Prof, St.Ann's P.G. College, Mallapur, Hyderabad)
71. *Funds Management of State Bank of India and Associate Banks*, *ARS Journal of Applied Research and Social Science*, Vol-5, Issue-12, June 2018, PP.45-54. (Co-author: Mrs. M.Vanaja, Asst Prof in Commerce, SKSS Arts College, Thiruppanandal)

72. *Spiritual Intelligence: A Secret Key to Employee Engagement*, International Journal of Research in Social Sciences, Vol.8, Issue.9(1), Sep 2018, (Co-author: Sr. Emmy Gracy Vas, St. Ann's P.G. College, Mallapur, Hyderabad)