

CURRICULUM VITAE

Dr. J. Christopher

32,2nd street

SMESC Colony

K.K.Nagar,Trichy--21

Tamil Nadu-India.

Mobile : +91 9894585897

e-mail : jcchris.76@gmail.com



CAREER OBJECTIVE

To be a dynamic educator in the field of Commerce, Accounts and Financial Management and with an aim to explore advanced strategies and new techniques that meet the new trends in the Global Education and to help student's community to understand the commerce subjects and assist them to embark the glorious future.

CAREER SUMMARY

Ph.D with NET in Commerce having 25 years of professional teaching experience in Commerce, Management and International Business. Implemented various teaching methods that help the students to meet their global challenges.

PROFESSIONAL SUMMARY

- Awarded with Ph.D in Commerce in the year 2012.
- Cleared National eligibility Test (NET) conducted in India in the year 2012.
- Having a total experience 25 years (01.06.2001 to till date).
- Produced 2 Ph.D and 7 M.Phil scholars
- Presently working as Assistant Professor of Commerce at Thanthai Periyar Government Arts and Science College, Trichy.
- Received Great Teachers Award from LIONS CLUB,CENTRAL-Coimbatore in 2023
- 4 Years experience as IQAC Co-Ordinator .
- University Nominee for Board of Studies at VLB Janakiammal College of Arts & Science
- Handled classes for PG for 12 years.
- Citation of my article in Indian Citation Index ,Google Scholar with h-index of 1
- Life time member in Teaching and Education Research Association(TERA)

EDUCATIONAL QUALIFICATIONS

COURSE	YEAR OF COMPLETION	SUBJECT	COLLEGE
Ph.D	2012	Commerce	Govt. Arts College, Coimbatore
NET	2012	Commerce	UGC
MBA(Fin)	2011	Management	Bharathiar University
M.Phil	2005	Commerce	SNR SON'S College, Coimbatore
PGDCA	2006	Computer Science	Annamalai University
M.Com	2001	Commerce	St. Joseph's College, Trichy
B.Com	1997	Commerce	St. Joseph's College, Trichy

TEACHING EXPERIENCE

S.No	College	Position	University	Duration	Years
1	Bishop Ambrose College, Coimbatore	Lecturer	Bharathiar	01.06.2001 to 14.07.2007	6 year 1 month
2	Sree Narayana Guru College, Coimbatore	Assistant Professor	Bharathiar	17.07. 2007 to 30.04.15	7 years 9 months
3	Hindusthan College of Arts and Science(Autonomous),Coimbatore	Professor	Bharathiar	01.07.15 to 30.11.23	8 years 5 months
4	Sri Krishna College of Arts and Science,Coimbatore	Assistant Professor	Bharathiar	4.12.23 to 24.12.2025	2 Year 20 days
5	Thanthai Periyar Government Arts and Science College	Assistant Professor	Bharathidasan	29.12.2025	Till date(8 months)
Total					25 years

PUBLICATION AND CONFERENCE DETAILS:

Particulars	Count	Particulars	Count
DESIGN PATENT	1	CONFERENCE PROCEEDINGS	6
UGC LISTED JOURNAL	7	INTERNATIONAL PAPER PRESENTATION	9
BOOK CHAPTER	6	NATIONAL LEVEL PAPER PRESENTATION	17
MMTTC STP ATTENDED	2	MMTTC ORIENTATION ATTENDED	1
INTERNATIONAL JOURNAL	7	INTERNATIONAL/NATIONAL /STATE LEVEL PROGRAMMES ATTENDED	30
NATIONAL JOURNAL	3	FDP ATTENDED	32

RESEARCH GUIDESHIP EXPERIENCE

COURSE	PRODUCED	THESIS SUBMITTED	PURSUING
PH.D	2	---	--
M.PHIL	7	---	---

M.PHIL PROJECTS GUIDED

- Financial Performance of KSRTC.
- Customer satisfaction on ayurvedic product with special reference to oushadi chavanprasam.
- A study on working capital management analysis of Kerala agro Machinery Corporation limited.
- A study on customer preference towards purchasing of khadi costumes in palakkad city.
- Performance analysis and mobilization of savings through mutual funds –a study with special reference to palakkad city.
- Brand Preference among Smartphone users with special reference to Palakkad town.
- Customer satisfaction in impulse buying with special reference to Calicut district

PH.D PROJECTS UNDER MY GUIDANCE

- A Study on Migrant Women Employees in garment Industry with special reference to Tirupur District.(AWARDED)
- Impact of Media on Green Marketing with special reference to Coimbatore city. (AWARDED).

RESOURCE PERSON

- Acted as resource person for guest lecture in Nehru Arts and Science College on 09/01/2019
- Acted as resource person for guest lecture in Merit Arts and Science College on 28/01/2019.

MEMBER IN BOARD OF STUDIES

- **University Nominee** for BOS at VLB College of Arts And Science

ONLINE COURSES

- Be10X AI Tools one day Workshop on 2nd June 2024
- Decision Making using Financial Accounting-NPTEL(September-2019)-77%-Elite Group
- Completed 11 courses through COURSERA

SEED MONEY PROPOSAL SANCTION

- Received Rs.5,000 in 2018-19 and Rs.10,000 in 2020-21 in College for research purpose for Online Marketing Strategies used by Rural Women Self Help Groups in Coimbatore, Tamil Nadu.
- Received Rs.10,000 in 2019-20 and Rs.10,000 in 2020-21 in College for research purpose for Study on Awareness and perception on Swach Bharat Mission among public in Coimbatore city

MMTTC SHORT TERM CERTIFICATIONS

- Attended 6 days **MMTTC SHORT TERM PROGRAMME** organized by Central University of Haryana and received “A” grade from 27.10.25 to 01.11.25

ORIENTATIONS ATTENDED

- Attended 24 days, **MMTTC FACULTY INDUCTION PROGRAMME** organized by Bharathidasan University and received “A” grade from 18.06.26 to 15.07.26
- Attended 28 days, UGC sponsored **ORIENTATION COURSE** at Bharathiar University Academic Staff College in 2009.

PUBLICATION IN UGC CARE JOURNAL

- Impact of Online Gaming Among Students towards their Academic performance and Social Behaviour with reference to Coimbatore(South)-Published in Peer Reviewed Journal of Fundamental & Comparative Research Kavikulaguru Kalidas Sanskrit University,Maharashtra–UGC CARE listed Journal Vol VIII Issue II No,14 July-December-2022 ISSN 2277-7067 pg-12-17
- A Study on Gratification of Migrant Women Employees with Special Reference to Coimbatore Textile Industry-Published in Journal of Education, Rabindra Bharthi University ISSN-092-7175, VOL-XXII-DECEMBER-12-(V) 2021 UGC CARE Approved, Peer reviewed and Refereed Journal-Pages -60-69-IMPACT FACTOR 1.80
- Buying Behaviour of Green Product Consumer in Erode District--Published in Journal Of Education, Rabindra Bharthi University ISSN-092-7175, VOL-XXII - AUGUST-8(I) -2021 UGC CARE Approved, Peer reviewed and Refereed Journal-Pages -47-50-IMPACT FACTOR 1.80
- An Empirical study to Assess the awareness on food Adulteration and its Detection among women-In special reference with Coimbatore city(South)- Published in Parishodh Journal- A UGC APPROVED JOURNAL-March 2020, ISSN NO:2347-6648- vol-9 issue-3,pg no-6301-6313-IMPACT FACTOR-6.3
- A study on problems faced by women employees with special reference to Coimbatore(South Zone)-Published in Parishodh Journal-A UGC APPROVED JOURNAL-March 2020, ISSN NO:2347-6648- vol-9 issue-3,pg no—3198-3213.- -IMPACT FACTOR-6.3
- Published paper titled “Middle Class Investors Awareness Towards Bitcoin in Coimbatore with special reference to Meena Estate and Sowripalayam” in **International Research Journal of Management Science and Technology**. UGC LISTED JOURNAL - April 2018- ISSN 2250 – 1959-vol-9 issue 4- DOI : 10.32804 IMPACT FACTOR-8.1026-pg.no 148-154
- Published paper titled “Prominent Factors of Customer’s Satisfaction on Domestic Airline Carriers in India” in **SMART Journal of Business Management Studies**, Vol 9, Issue 2 – July 2013 ISSN 0973-1598-pg no 11-20 SJIF-4.530(UGC LISTED UPTO MAY 2018-SL.NO-36131)

INTERNATIONAL PUBLICATIONS

- Financial Accessibility of tribal society in India-A study of inclusion and exclusion – PUBLISHED in frontiers in in informatics journal -ISSN 2676-7104 VOLUME 13(7) December 2024-pg1262-1271 (<https://healthinformaticsjournal.com/index.php/IJMI/article/view/1835>)
- Published Paper titles “A study on job attrition among BPO sector” in Journal of Research and Development-A Multidisciplinary International Level refereed and peer reviewed Journal”-May 2021 V-11 Issue -13 ISSN:2230-9578(IMPACT FACTOR-7.265)pg.no-11-14
- Published paper titled “Start-up India and Budget 2017-18” in **Bonfring International Journal of Industrial Engineering and Management Sciences**– vol 7 issue 1 March-2017 ISSN 2250-1096
- Published paper titled “Brand preference among Smartphone Users with special reference to palakkad city” in **Shanlax International Journal of Management** Vol 3 Issue 3 March 2016 ISSN 2321-4643
- Published paper titled “Corporate Social Responsibility: An Analysis of Indian Banks” in Peer reviewed **IJARIE** –Vol 1 Issue 3 May 2016 ISSN 2395-4396-(PIF:4.06) pg.no-129-135
- Published paper titled “The Evolution of E-banking: Challenges and Opportunities in India” in **International Journal of Research Science & Management**. Vol 2 Issue-12 November,2015 ISSN 2349-5197 pg-11--22(PIF:2.138)

- Published paper titled “A study on Direct selling Business(Amway) in Kerala: A case study of Calicut District of Kerala” in **International Research Journal of Engineering and Technology** Vol 2-Issue 8, November 2015 (e-ISSN 2395-0056) (PIF:4.45)-pg.no-1489-1500

NATIONAL PUBLICATIONS

- Published paper titled “Impact of media on Marketing strategies of green products in Tribal villages of Vallparai taluk of Coimbatore district” in **SELP JOURNAL OF SOCIAL SCIENCE** vol 9,September 2018 ISSN 0975-9999 (CIF:3.655)-pg no 7-11
- Published paper titled “The Green Marketing strategies and Practices in Coimbatore District of Tamil Nadu.” in **SELP JOURNAL OF SOCIAL SCIENCE** vol 9, September 2018 ISSN 0975-9999 (CIF:3.655) pg.no-29-33
- Published paper titled “Customer satisfaction towards domestic airlines in India” in **HRD Times** Vol 15, Issue 5- May 2013 ISSN 0976-7401

EDITED CHAPTER IN BOOK

- Christopher(2024),Challenges faced by women Employees in health in the tirupur Garment Industry in *Commerce Nexus 2025 International Conference on Sustainable development*,(pp-371-386)
- Christopher.J(2024), Intervention of social media in marketing of green products in *Green entrepreneurship start-ups* , (pp.1857-1865), Coimbatore Institute of Information technology Publications.
- Christopher.J(2021), Study on online marketing strategies used by women in Self Help Groups in Coimbatore, tamil nadu in *Research Trends in Multidisciplinary Research*, (pp.143-155), Akinik Publications ,New Delhi.
- Christopher.J(2020), A study on problems and challenges faced by rural entrepreneurship, in *PROAC MEET 2020*, (pp.52-61), Narain Publications
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CONFERENCE PROCEEDINGS

- Published paper titled “Green banking: As initiative for sustainable development in india” in National seminar at NMSM Government College, Kerala on 7th October,2015(ISBN 978-93-5254-254-3)
- Published paper titled “Passengers opinion towards various services provided by domestic airline carriers in India” in the International conference held at SNR Sons college, Coimbatore on 20th February 2015 (ISBN -978-93-84743-40-6)
- Published paper titled “Impact of Global financial crisis on India’s poor “in national seminar held at Sree Narayana Guru College on 16th February 2012 (ISBN-978-93-81537-05-3)
- Published paper titled “Delivering Financial Inclusion services to Rural Citizens” in national seminar held at Emerald Heights College, Ooty on 2^{1st} March 2012 (ISBN-978-81-910472-8-8)
- Published paper titled “Strategy for Global Middle Class” in national seminar held at Karpagam University on 3rd February 2012 (ISBN -978-93-80426-69-3)
- Published paper titled “Causes of financial Crisis of 2007-2010” in national seminar held at Sree Narayana Guru College 20th February 2010 (ISBN-978-81-909246-8-9)

INTERNATIONAL CONFERENCE PAPER PRESENTATION

- Presented a research paper in the International conference held at Jain University, Bengaluru on 4th April 2024 in the topic of “Health Issues of Women employees in Tirupur Garment Industry”

- Presented a research paper in the International conference held at Sri Krishna Arts and Science college, Coimbatore on 15th February 2024 in the topic of “Connecting Business Technology and society”
- Presented a research paper in International conference held at Bishop Heber College, Coimbatore on 31st March 2021 in the topic of “Impact Of Online Gaming Among Students Towards Their academic Performance And Social Behaviour With reference To Coimbatore-South
- Presented a research paper in International conference held at Hindusthan college of arts and science, Coimbatore on 25th November 2021 in the topic of “A study on gratification of Migrant women Employees”
- Presented a research paper in International conference held at Hindusthan college of arts and science, Coimbatore on 21st February 2020 in the topic of “A study on Problems faced by women Employees
- Presented a research paper in International conference held at Hindusthan college of arts and science, Coimbatore on 4th March 2020 in the topic of “Basic concepts in Futures and Options
- Presented a research paper in the International conference held at SNR Sons college, Coimbatore on 20th February 2015 in the topic of “Passengers opinion towards various services provided by domestic airline carriers in India”
- Presented a research paper in the International conference held at Hindusthan college of arts and science, Coimbatore on 5th February 2016 in the topic of “Brand preference among Smartphone Users with special reference to palakkad city”
- Presented a research paper in the International conference held at Sree Narayana Guru College , Coimbatore on 5th February 2016 in the topic of “Corporate Social Responsibility: An Analysis of Indian Banks”

INTERNATIONAL EVENTS ATTENDED

- Attended International Webinar on”Awareness on Stock Market” at Dayananda college of arts, Science and Commerce on 13th August 2020.
- Attended International Webinar on”AI in healthcare” at SNS college of Technology on 7th August 2020.
- Attended International Webinar on”Contemporary Advances in Teaching and Learning” at SNS college of Technology on 11th August 2020

NATIONAL SEMINARS & CONFERENCES PAPER PRESENTATIONS

- Presented a research paper titled “Role of GST towards National Development” held at SNMV College of Arts and Science and Institute of Management on 6th February 2020.
- Presented a research paper titled “Impact of Mudra On Micro Enterprises” held at VET Institute of Arts and Science on 24rd January 2020.
- Presented a research paper titled “Recent trends in Banking” held at Hindusthan college of arts and science, Coimbatore on 1st march 2019.
- Presented a research paper titled “Middle Class investors awareness towards Bitcoin in Coimbatore with special reference to Meena Estate and Sowripalayam” held at Hindusthan College of arts and science on 23rd February 2018.
- Presented a research paper titled “Demonetisation and Indian Economy” held at VLB Janakiammal College of arts and science on 20th August 2018
- Presented a research paper titled “Start-up India and Budget 2017-18” held at Hindusthan College of arts and science on 23rd February 2017.

- Presented a research paper titled “Green banking :As initiative for sustainable development in India” held at NMSM Government College, Kerala on 7th October,2015.
- Presented a research paper titled “The Evolution of E-banking: Challenges and Opportunities in India” held at Newman college, Thodupuzha on 30-31st July 2015.
- Presented a research paper titled “Strategy for Global Middle Class” held at Karpagam University, Coimbatore on 3rd February 2012.
- Presented a research paper titled “Impact of Global financial crisis on India’s poor “ held at Sree Narayana Guru College on 16th February 2012
- Presented a research paper titled “Impact of Global financial crisis on India’s poor” held at Sree Narayana Guru College on 16th February 2012
- Presented a research paper titled “Delivering Financial Inclusion services to Rural Citizens” held at Emerald Heights College, Ooty on 21st March 2012
- Presented a research paper titled “Causes of financial Crisis of 2007-2010” held at Sree Narayana Guru College 20th February 2010
- Presented a research paper titled “Methods of Human Resource Accounting” held at Gopi Arts and Science College on 26th and 27th March 2004.
- Presented a research paper titled “Opportunities and challenges of entrepreneurs” held at VLB College of Arts and Science on 24th February 2006

NATIONAL SEMINARS ATTENDED

- 3-day International Webinar on “Virtual divide,Migrant labourers,Mind management and rebuilding economies in the face of Covid-19 scenario” at Maharari women’s Arts , Management and management College,Bengaluru on 5th August 2020.
- “National education Policy(NEP)-2020” Conducted by Kamadhenu Arts and Science College on 9th August 2020.
- “Methodological issues in Commerce Research” held at Sree Narayana Guru College,Coimbatore on 6th January 2015.
- “Quality Enhancements in Higher Education Through Best Practices” held at Sree Narayana Guru College on 9th, January 2013
- “Recent Trends and Challenges in Industrial Sector” held at VLB Janakiammal College , Coimbatore on 19th February 2004.
- “WTO Agreements-Prospects and challenges” held at St. Joseph’s College, Trichy on 23rd February 2001.

STATE LEVEL WORKSHOP PAPER PRESENTATION

- Presented a paper on “Values and Ethics for life and Education” held at PSG College of Arts and Science 27th -29th 2006.

STATE LEVEL WORKSHOP & SYMPOSIUM ATTENDED

- Participated in One day State level workshop on “Teaching Techniques/Pedagogical methods” held at Sree Narayana Guru College on 19th February 2009.
- Attended State level symposium on “Foreign Direct Investment” held at PSGR Krishnammal college on 29th January 2005.

NATIONAL LEVEL WORKSHOP ATTENDED

- Attended One day National level Workshop on “Modern trends in research and statistics”held at GTN Arts and College on 11th june 2021.

- Attended One day National level webinar on “Online classing :The science of Learning”held at Virudhu nagar Hindu Nadars College on 25th june 2021.
- Attended One day workshop on “Fine Tuning Research using Elseveir Tools”held at KJ Somaiya College of Science and Commerce 25th April 2020.
- Attended two day workshop on data analysis and interpretation using **SPSS & AMOS** held at Hindusthan College of Arts and Science ,Coimbatore on 8th and 9th march 2019.
- Attended One day seminar on “COVID 19-“ Resilience and Recovery Strategies held at Hindusthan College of Arts and Science ,Coimbatore on 25th May 2020.

FACULTY DEVELOPMENT PROGRAMME ATTENDED

- Attended 7 Days FDP on ‘Educational Transformation: Integating AI Teaching Pedagogy and Research’ at Kristu jayanti (Deemed University, Bengaluru) from 22nd to 29th Sep-2025.
- Attended 5 Days FDP on ‘Business Analytics’ at Sri Krishna Arts and Science College from 13th to 17th Oct 2025.
- Attended 7 days online FDP on “Nurturing the Next Generation Educators ”at PPG College 12th to 18th June 2021
- Attended 5 days online FDP on “Balancing Mental Health in Teaching and Learning ”at SNGC College 14th to 18th June 2021
- Attended 2 days online FDP on “Blended Classroom ”at KSG College 11th to 12th June 2021.
- Attended 3 days online FDP on “Moodle ”at SJR College for women 7th to 9th June 2021.
- Attended one day online FDP on “Activities of Institutions to impart Higher Education ”at SNGC College 12th June 2021
- Attended 8 weeks FDP on “Decision Making using Financial Accounting” Conducted By NPTEL in July –September 2019.
- Attended 10 days FDP on “Social Media Digital Marketing” at Bharathiar University Sponsored by RUSA (GOI) from 27th November to 8th December ,2020
- Attended 6 days FDP on “R- Programming ” at Sri Krishna College of Arts and Science from 19th to 24th April ,2020
- Attended 2 days FDP on “Citation and Indexing” at Angappa Arts and Science College from 25th to 26th June ,2020
- Attended one days FDP on “Research Funding opportunities for Research projects”at Periyar EVR College on 24th June ,2020
- Attended one days FDP on “Professional Ethics”at at Hindusthan College of Arts and Science on 28th September ,2019
- Attended 6 days National level FDP on “Teaching learning practices in 2020 ” Hindusthan College of Arts and Science from 16th to 21st November 2020.
- Attended 6 days FDP on “Recent Advances in Business Studies” at Hindusthan College of Arts and Science from 13th to 18th July ,2020
- Attended International FDP on “Higher education in new form” at Hindusthan College of Arts and Science on 22nd june ,2020.
- Attended 7 days FDP on “Recent Advances in Business Studies” at Karpagam Academy of Higher Education from 7th August ,2020 to 13th August ,2020
- Attended 3 days FDP on “GST-Current scenario” at SLN college of engineering on 8th August ,2020
- Attended 6 days FDP on “DIGITAL EDUCATION” at Bishop Appasamy College of from 27th june 2020 to 3rd july 2020

- Attended FDP held at Hindusthan College of Arts and Science on 2-3rd January 2020.
- Attended FDP on “GST” held at Hindusthan College of Arts and Science held on 25th August 2018.
- Attended FDP on “Research & Teaching-inseparable” Organized by SNMV College, Coimbatore on 26th September 2015.
- Attended FDP on ‘Advanced Research Tools through SPSS’ held at SNMV College, Coimbatore on 20th November 2015.
- Attended FDP Organized by IQAC on held at Sree Narayana Guru College on 31st January 2015.
- Attended FDP held at Sree Narayana Guru College on 16th August 2014
- Attended FDP Organized by IQAC held at Sree Narayana Guru College on 22nd February 2014.
- Attended FDP held at Sree Narayana Guru College on 30th July 2011
- Participated in FDP on “Changing Paradigm in Collegiate Education” held at Sree Narayana Guru College on 20th November 2010.
- Attended FDP on “Research methods in Business” held at Sri Venkateswara College of Computer Application and Management on 19th July 2008.

OTHER PROGRAMMES ATTENDED

- Attended 4 days “**SPSS Workshop**” held at Bharathiar University on 22-25th June 2011.
- Attended Awareness programme on NLIST held at Sree Narayana Guru College on 21st January 2012.
- Attended Two days workshop on “Computer Fundamentals & Applications” held at Sree Narayana Guru College on 5-6th February 2009.

RESEARCH EXPERIENCE

- **M.Phil**-Brand Preference and Awareness towards TV Among Rural Customers in Coimbatore City
- **Ph.D**- Customers Perception Towards Domestic Airline Services Provided in India with Reference to Coimbatore Airport

PERSONAL PROFILE

Date of Birth	:	28/02/1976
Nationality	:	Indian
Dependents	:	Wife, Son & Daughter
Languages Known	:	Tamil & English (Speak, Read, Write)
Physically challenged	:	Ortho (60%)- fully able to Self-Manage.

REFERENCES

1. Dr.M.Sivasubramanian, Associate Professor & Head Dept. of Commerce, Government Arts College- Coimbatore-18, Tamil Nadu India. Ph: No. +919486661872.