

## BIO-DATA

Name : **Dr.M.Ponniah**  
Date of Birth : 12.05.1965  
Designation : Associate Professor  
Department : Department of Commerce  
G.T.N. Arts College, Dindigul  
Address for Communication : **5/1200**, Divyan Cottage,  
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<b>Academic Qualifications</b>	<b>University/ Year of Passing</b>	<b>Class/ Division/ Merit obtained</b>
<b>M.Com</b>	Madurai Kamaraj University 1989	I Class
<b>M.Phil.,</b>	Pondicherry University 1990	II Class
<b>PGDCA</b>	Madurai Kamaraj University 1997	I Class
<b>Ph.D.,</b>	A study on Promotion and Development of Khadi and Village Industries through KVIC - With special reference to Madurai Region	Madurai Kamaraj University

**Publication of Research Papers : 14**

### Research Guidance

<b>No.of Students Registered</b>		<b>No.of Students Completed</b>	
<b>M.Phil</b>	<b>Ph.D.,</b>	<b>MPhil</b>	<b>Ph.D.,</b>
<b>51</b>	<b>14</b>	<b>49</b>	<b>Awarded - 2 Submitted - 2</b>

### Approved Guide for M.Phil., & Ph.D.,

1. Madurai Kamaraj University, Madurai
2. Mother Teresa Women's University, Kodaikanal
3. Karpagam University, Coimbatore
4. Vinayaga Missions University, Salem
5. Periyar University, Salem

**Participation of Refresher / Orientation Course** : 5  
**Research Projects carried out** : UGC Minor Research Project  
**Participation of Workshops, Seminars & Conferences attended in India/ Abroad** : 32

**Teaching Experience:**

<b>Courses / Classes Taught</b>	<b>Name of the Institution</b>	<b>Duration From</b>	<b>Y</b>	<b>M</b>	<b>D</b>
U.G. B.Com.,	G.T.N.Arts College, Dindigul	16.04. 1992 to till now	17	09	0
PG. M.Com.,	G.T.N.Arts College, Dindigul	16.04. 1992 to till now	17	09	0
M.Phil (Commerce)	G.T.N.Arts College, Dindigul		7	00	0
Ph.D., (Commerce)			3		

**Total Service** : 17 years  
a) Date of Appointment as Lecturer : 16.04.1992  
b) Date on which the incumbent has acquired Ph.D. : 12.04.2004  
c) Date from which placement as Lecturer(Senior Scale) granted : 27.07.1998  
d) Date from which placement as Lecturer (Selection Grade) granted : 13.08.2003  
e) Date on which readership is to be awarded : 12.04.2004.

**Academic Assignment**

Question paper setter and Examiner for various Universities and Autonomous Colleges in Tamilnadu and Pondichery.

**Dr.M.PONNIAH**

**ANNEXURE - A**  
**PUBLICATION OF RESEARCH PAPERS**

1. Published on article "E - Commerce in Cooperative Sector" in the Co-operator Journal, Vol. XXXIX, June 2002, brought out by National Co Operative Union of India, New Delhi.
2. Published on article entitled " Globalisation of India Rural Sector" in the Khadi Gramodyog Journal, Vol XXXXXVHI, October 2002, brought by Khadi and Village Industries Commission (KVIC), 3, Irla Road, Vile Parle (West) Mumbai 400 056.
3. Published on Article entitled "Emerging Trends in Indian Capital Market" in the Department of Commerce Journal (24.4.99). Brought by Directorate of Distance Education. Madurai Kamaraj University, Madurai.
4. Published on Article entitled "(Globalization and India Rural Sector" (23.3.2002) brought by the Department of Rural of Industries and Management Journal, Gandhigram Rural Institute, Gandhigram.
5. Published on article "Socio - Economic Perspectives of Entrepreneurship" (Page no. 108, dated 18<sup>th</sup> March 2002), brought by Department of Entrepreneurship Studies Journal, Directorate of Distance Education, Madurai Kamaraj University, Madurai.
6. Published on Article entitled " A Study on Mineral based industry in Dindigul District" in the Small Scale Industries Management Hook Volume 2 . brought out by Concept Publishing Company, A / 15-16, Commercial Block, Mohan Garden, New Delhi 110 059.
7. Published on Article entitled "Socio - economic aspects of Child Labour in Sivakasi Match Industry" in the Hindu Paper dated 3<sup>rd</sup> February, 2003, Page no. 7 brought out by T.Murali @ 147-2A, Eight Feet Road, K.K.Nagar, Madurai - 625 020.

8. Published on Article entitled "Economic Reforms in PDS" brought out by third concept, Vol.19No.218, April 2005.
9. Published on article entitled "Challenges of Higher Education" with reference to globalise era in the Economic Panorama, Vol.18, No.1, April 2008.
10. Published on article entitled "Performance of Insurance Sector in India"- A Comparative study with reference to globalise era in the Economic Panorama, Vol.15, No.1, April 2006.
11. Published on article entitled "Challenges in raising Indian banking to International standards" in the Economic Panorama, Vol.14, No.1, April 2004.
12. Published on article entitled "Small Scale Industries in Dindigul District" brought out by IASSI- Quarterly Journal. Vol.22, July – September 2003.

## **ANNEXURE - B**

### **Orientation / Refresher Courses attended**

1. Attended a Orientation Programme conducted by the Academic Staff College, Bharathidasan University, from 23.08. 2000 to 19.09 .2000.
2. Attended a Refresher Course in Value Education, conducted by the Vivekananda College, Tiruvedakam from 23.04.2001 to 14.05.2001
3. Attended a Refresher Course in Commerce, conducted by the Academic Staff College, Madurai Kamaraj University, from 27.01.2000 to 16.02.2000.
4. Attended the NSS Orientation Course at Avinashilingam Education Trust Institutions Training and Orientation Centre National Service Scheme from 29.01.1996 to 02.02.1996.

Attended the NSS Refresher Course at Avinashilingam Education Trust Institutions Training and Orientation Centre National Service Scheme from

## **ANNEXURE-C**

### **PAPER PRESENTATION.PARTICIPATION, WORKSHOPS AND SEMINARS**

1. Participated and presented a paper on " emerging Trend in Indian Capital Market". A state level Seminar sponsored by UGG and organized by Dept. of Commerce, Gobi Arts & Science College, Gobichettiplayam on 13<sup>th</sup> March1994.
2. Participated in the International Symposium on Laborisation sponsored by ILO and organized by Dept. of Commerce, Vivekananda College, Tiruvedakam, (west) Madurai on 14 - 15, January 1998.
3. Participated in one day Regional Level Seminars on "Rural Entrepreneurship Development" sponsored by the UGG and organized by the Department of Rural Industries Gandhigram Rural Institute, Gandhigram on 15<sup>th</sup> October 1998.

4. Participated in the National Seminars on New Dimensions for Co - operatives in India. A Twenty First Century Perspective, sponsored and organized by Department of Commerce, Annamalai University on 26-28<sup>th</sup> November 1998.
5. Participated in one day Seminars on "Global excellence" sponsored by Indian Chamber of Commerce and Industry, Coimbatore and organized by Dept. of Commerce, RVS College of Arts and Science on 4<sup>th</sup> March 1999.
6. Participated and presented a paper entitled "Rural Industrialisation in India : Problems and prospects" sponsored by the UGG New Delhi & KVIC Mumbai and held at GR1 , on 22-23 April 1999.
7. XXIII Indian Social Science Congress organized by Avinashilingam University during 26-31 December 1999 and presented a paper on " Small scale industry in Dindigul District".
8. Participated and presented a paper "Emerging Trends in Indian Capital Marker" a three day National Seminar. All India commerce Congress 2000 organized by commerce association of Kerala, Kottayam during 17-19 January 2000.
9. Participated in the Annual work shop for Ph.D. scholars and guide sponsored by ICSSR and MIDS and organized by Department of Rural Industries and Management, Gandhigram Rural Institute on 25-28 January 2000.
10. UGC National Seminar on " Institute - Industry Interaction - ways and means " on 21, March 2000 organized by school of management Annamalai University. Annamalai Nagar and presented a paper entitled "Industry and Institution".
11. Participated in the Southern Regional Conference on "Research Trends in Commerce" held on 24<sup>th</sup> and 25<sup>th</sup> November 2000, sponsored by Annmalai Commerce Alumni Association and organized by Department of Commerce, Annamalai University, Annamalai Nagar.
12. Participated and presented a paper on "A Study in Mineral Based Industry in Dindigul District" A state level seminar on "Problems and Management of Rural Industries in the New Millennium" sponsored by Indian Council of Social Science Research, New Delhi and organized by Department of Rural Industries and Management, Gandhigram Rural Institute on 11 - 12 December 2000.

13. Participated and presented a paper entitled on "Impact of IT on Stock Market" UGC sponsored two days state level seminar on Impact of Information Technology on Investment Management, organized by PG & Research Department of Commerce, Khadir Mohideen College, Adirampatnam on 11<sup>th</sup> and 12<sup>th</sup> April 2000
14. Participated and presented a paper entitled "Globalisation in Rural Industries and Structure of MIS a Three Day National Seminar sponsored by all India Commerce Congress 2001 organized by Kerala Commerce Association, Kollencherry during 8-10 February 2001.
15. Participated and presented a paper entitled " Emerging Trend in Information technology, Panorama in contemporary Trade and Commerce - Prospects and Challenges" sponsored by UGC, and organized by Department of Commerce, CPA College, Bodinayakanur during 2- 3 March 2001.
16. Participated and presented a paper on " Factors contributing the growth of Entrepreneurship in Rural Industries" sponsored by UGC a two day National Seminar on "Entrepreneurship Development and Challenges and strategies" organized by school of Management, Annamalai University, Annamalai Nagar on 29<sup>th</sup> and 30<sup>th</sup> march 2001.

17. Participated and presented a paper on "Socio - Economic Status of Khadi and Village Industries workers in Madurai Region. A State Level Seminar sponsored by KVIC and UGC and organized by Department of Rural Industries Management, Gandhigram Rural Institute on 01.11.2001.
18. Participated and presented a paper on "E- Commerce and Co- Operatives" Two day State Level Seminar on "Strategies for Sustainable Development in Co - Operatives in Tamilnadu", organized by Department of Co - operatives operation, Gandhigram Rural Institute, Gandhigram on 8 - 9 March 2002.
19. Participated and presented a paper on "Social and Economic Perspective of Entrepreneurship Development" a one day Regional Symposium on "Entrepreneurship Development in the Liberalized-era-unleashing the opportunities with a focus on Regional Scenario' - organized by Directorate of Distance Education, Madurai Kamaraj University, Madurai, on 18th March 2002.
20. Participated and presented a paper on 'Globalization and Rural Sector" National Level Seminar on " The Impact of Globalization on Tiny and Small Scale Industries Sector, sponsored by UGC and organized by Department of Rural Industries and Management, Gandhigram Rural Institute, Gandhigram on 22 .03.2002.
21. Participated and presented a paper on "Roll of Intellectual Property in the Growth of Small and Medium Enterprises" UGC sponsored National Seminar on "Globalization of Business" organized by School of Management. Annamalai University, Annamalai Nagar, on 7th March 2002.
22. Participated in seven day Training programme on Research Methodology and Data Processing in Social Science, Sponsored by ICSSR and organized by the Department of Rural Industries and Management, Gandhigram Rural Institute, Gandhigram from 8th August to 14th August 2002.
23. Participated and presented a paper on "Economic Reforms in Banking Sector". A National Level Seminars on "Emerging issues in Indian Banking Industry" sponsored by UGC and organized by the Post-Graduate and Research Department of Commerce, NGM College (Autonomous), Pollachi on 13th and 14th December, 2002.

24. Participated and presented a paper entitled on "Marketing of Advertising Services" two days state level seminar on Marketing of Services- Changes and Challenges, organized by PG & Research Department of Commerce, Khadir Mohideen College, Adirampatnam on 23<sup>rd</sup> and 24<sup>th</sup> March 2002.
25. Participated and presented a paper on "The Role of Small Scale Industries for the growth of entrepreneurship in Dindigul District" A two day National Level Seminar on Entrepreneurship in Rural Economy" sponsored by ICSSR, New Delhi, and organized by PG Dept. of Commerce, CPA College, Bodinayakanur on 28<sup>th</sup> February and 1<sup>st</sup> March 2003.
26. Participated and presented a paper on "Challenges before Agricultural Rural Development Bank's" A two day state level seminar on strategies for sustainable development of Co-operation in Tamil Nadu, sponsored by Tamil Nadu Cooperative Union, Chennai and organized by Dept. of Co-operation, Gandhigram Rural Institute, Deemed University, Gandhigram on 11 and 12 March 2003.
27. Participated and presented a paper entitled on "Globalisation Challenges on Indian Banking Sector" UGC sponsored two days National level seminar on Impact of Liberalization and Globalization on Indian Commerce and Trade, organized by PG & Research Department of Commerce, Khadir Mohideen College, Adirampatnam on 16<sup>th</sup> and 17<sup>th</sup> August 2003.
28. Participated and presented a paper entitled on "Challenges of Entrepreneurs in Rural and Cottage and Village Industries in Dindigul District" one day National level seminar on Challenges before the Indian Entrepreneurs in the 21<sup>st</sup> Century organized by PG & Research Department of Commerce, Khadir Mohideen College, Adirampatnam on 10<sup>th</sup> April 2004.
29. Participated and presented a paper entitled on "Management of NPA's, A International seminar on "Emerging Trends in Global Business: Challenges and opportunities for developing countries" organized by PG & Research Department of Management studies, PR Institute of Management. Tanjavur on Feb 6.7.2004.
30. "Performance of Insurance Sector in India - A comparative study" National Level Conception. "Service Sector - An Engine of growth 24<sup>th</sup> February 2005. PG Research Department of Commerce, APA College for Women, Palani.

31. Participated and presented a paper entitled on "Role of Institutions for Promoting Consumer Awareness" in the National Level Seminar sponsored by Indian Institute of Public Administration and organized by the Research Department of Business Administration, Khadir Mohideen College, Adirampattinam on 21<sup>st</sup> and 22<sup>nd</sup> February 2009.

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