

Dr. M. SOWRIYAR DURAISAMY

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CV



Educational Qualification

Course	Year	University	College	Class
Ph.D.	2015	Bharathidasan University	National College (Autonomous) Tiruchirappalli	Commended
M. Phil.	2011	Bharathidasan University	National College (Autonomous) Tiruchirappalli	First Class Exemplary With "O"
M.Com.	2010	Bharathidasan University	National College, Tiruchirappalli	First Class
B. Com.	2008	Bharathidasan University	National College, Tiruchirappalli	First Class

Computer Proficiency

- ❖ Diploma in Financial Accounting of Tamil Nadu Software College in Tiruchirappalli.
- ❖ Diploma in Computer Application at Intelligence for generating computer Education.

Technical Skills

- ❖ Basic Computer with Tally.

Career Experience

- UG : 6 Years 8 Months
- PG : 6 Years 8 Months
- M. Phil. : 5 Years

Specialization

Human Resource Management

Subject Handling

- ❖ Financial Accounting
- ❖ Management Accounting
- ❖ Business Economics and Managerial Economics
- ❖ Office Automation
- ❖ Cost Accounting
- ❖ Security Analysis and Portfolio Management
- ❖ Computer Application in Business Accounting
- ❖ Desktop Publishing

Paper Publications

Title of the Paper	Journal	Date	Issue Details
A Theoretical Overview-Factors Participating in the Job Satisfaction Level of Employees	Research Explorer	August 2013.	Vol. II: Special Issue. ISSN: 2250- 1940,
A Study on Job satisfaction of Employees in TNPL, Kagithapuram in Karur dt.	Research Explorer	2013	Vol-III., Issue- 8., ISSN-2250-1940
A Study on Labour on Welfare and Safety Measures in EID parry sugars Pettavaithalai.	4 th National conference on Hospitality and Tourism Industries - A Promising Sector of Indian Economy	2017	ISBN: 978-93-81100-10-3
A Study on Job Satisfaction of Employees in EID Parry Sugars, Pettavaithalai	Selp Journal of Social Science	Jan-Mar 2017	ISSN-2349-1655(O), ISSN-0975-9999(P) Vol. VII, Issue 31 PP. 01
A Study on Job Satisfaction of Employees in Dalmia(B), Limited, Dalmiapuram	Selp Journal	Oct-Dec 2017	ISSN-2349-1655(O) Vol. VIII, Issue 34 & PP. 06
A Study on Customer's Satisfaction towards Life Insurance Products	Research Explorer	Jan 2019	ISSN2349-1647(Online) PP. No 120. Vol. VII
Mutual Fund Investment Awareness of People	Research Explorer	Jan 2019	ISSN2349-1647(Online) PP. No 124. Vol VII- Special Issue
A study on job satisfaction of employees at GB engineering enterprises private limited Tiruchirappalli District	Journal of management research and analysis	Jan 2019	ISSN: 2394-2770, Vol. 06 (01) pp-313-318, IF: 4.878
A study on job satisfaction of staff nurses in government Hospital in Tiruchirappalli	Journal of Emerging Technologies and Innovative Research	May 2019	ISSN : 2349-5162 Vol 6 Issue 5
A Study on Job Satisfaction of Employees in Govt. Hospitals at Tiruchirappalli District	ANVESAK- A-bi-annual Journal UGC- Care Group-1	Jan-June 2021	ISSN:0378-4568

Research Guidance

Degree	Candidate Name	Title of Dissertation/ Area of Research	Year of Completion
M.Phil (FT)	Vivek	A study On Consumer's Brand Preference towards Mobile Phone with Special Reference to Tiruchirapalli City	2017
M.Phil (PT)	Sahayam A	A Study on Consumer Behaviour Towards Nestle Products in Trichy Town	2020
M.Phil (PT)	Maragathamani R	A Study on Impact of Newspaper Advertisements in Buying Behaviour of consumers with Reference to Trichy Town	2020
M.Phil (PT)	Manokaran	Marketing Management	2020 Pursuing
M.Phil (PT)	Senthilkannan	Human Resource Management	2021 Pursuing

**Online Quiz/
Webinar/
Workshop Attended**

- E-Quiz on Entrepreneurial Development" Organized by PG Department of Commerce (SF) Jamal Mohamed College (Autonomous) Trichy from 27.05.2020 to 03.06.2020, Percentage Secured 68%.
- Completed Five Day online course on Futuristic Accounting held on 11.05.2020 to 15.05.2020 organized by Indian Accounting Association in Association with Indian Academic Researchers Association.
- Participated in the Two Days Online Training programme on Financial Analysis organized Indian Accounting Association in Association with Indian Academic Researchers Association. Held on 06.05.2020 & 07.05.2020
- Participated IIDE's Online webinar on Digital Marketing 101"as on 12.05.2020 Organized by Indian Institute of Digital Education.
- Participated in Live Webinar on "Digital Marketing Strategies for E-Commerce" hosted by the Department of Commerce-PG & B.Com (B&I) G.T.N.Arts College, Dindigul 14.05.2020.
- Participated in Two days online workshop on "Goods & Services tax" organized by Indian Accounting Association in Association with Indian Academic Researchers Association held on 14.05.2020 & 15.05.2020.
- Participated in webinar on "Enhancing Academic Standards and Creating Industry Ready Smart Professionals organized by

**Workshop/
Conference
Organized**

- the Placement Cell, G.T.N. Arts College, Dindigul 15.05.2020.
- Participated in Webinar on Supporting Startups through Covid-19 organized by Dr.N.G.P. Institute of Technology, Chennai- on 16.05.2020.
 - Participated in the webinar on "Importance of Information Literacy Skills During Pandemic situation" organized by Central Library and Department of Library and Information Science G.T.N.Arts College, Dindigul 15.05.2020.
 - Participated in the Webinar on "Identifying Natural Abilities and Pursuing the passion" Organized by G.T.N.Arts College, Dindigul 17.05.2020.
 - Participated in the Live webinar on "Scope of MSW & Challenges faced by young social workers" Organized by Department of Master of Social work, G.T.N.Arts College, Dindigul 19.05.2020.
 - Participated in the webinar on Creating super power thought process" organized by G.T.N.Arts College, Dindigul 23.05.2020
 - Participated in International Webinar series on "Forensic Science for Society" organized by Department of Forensic Science, G.T.N.Arts College, Dindigul 25.05.2020.
 - Participated in Webinar on "Emotional Intelligence" Organized by G.T.N.Arts College, Dindigul 26.05.2020.
 - Participated in the One-day National Webinar on "Do's & Dint's in Social Science Research" Organized by PG and Research Department of Commerce & Business Administration, Padmavani Arts and Science College for women, Salem on 30.05.2020
 - Participated in Webinar on "Developing a winning mindset for everyday Life organized by PG & Research Department of Commerce, National College (Autonomous)Trichy, on 05.06.2020.
 - Participated in Webinar on "Effetive Writing of Proposals for Research Grants" Organised by Mohamed Sathak Engineering College, Kilakarai, Ramanathapuram (Dt.) on 13.03.2021.
 - Organized One Day workshop on Digital Marketing on 24.02.2020, School of Commerce, National College (Autonomous), Trichy
 - Organized Two Day International conference on Emerging Trends in Human Resource Management on 04.03.2021 and 05.03.2021 School of Commerce, National College (Autonomous), Trichy