



**Dr.C.VETHIRAJAN**  
**Professor**

### Contact

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**Academic Qualifications** : M.Com., MBA., M.Phil., Ph.D., PGDCA., PGDFM., PGDMM.

**Teaching Experience** : 23 Years

**Research Experience** : 19 Years

### Additional Responsibilities

1. Equal Opportunities Cell - Co-ordinator
2. Practical Training – Co ordinator

## Areas of Research

1. Corporate Finance
2. Corporate Taxation
3. Investors' Protection – SEBI
4. Customer Relationship Management
5. Women Entrepreneurs – HRM Competencies
6. Corporate Social Responsibility
7. Corporate Financial Reporting
8. Environmental Protection
9. Corporate Stakeholders Interest

## Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	8	8
	M.Phil.	30	
Project	PG	39	9

## Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
35	40	68	85	3

**Cumulative Impact Factor (as per JCR): 19.67**

## Funded Research Projects

### Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	AURF	30.09.2009	April 2011	Effectiveness of TUFs in The Revival of Cotton Textile Industry in Tamil Nadu.	0.60

2	UGC, New Delhi	01.07.2012	February 2015	HRM Competencies of women Entrepreneurs of Net work Marketing	6.94
3	UGC, New Delhi	March 2015	March 2017	Societal Needs and C S R Practices of Indian Companies – A Study with Reference to Companies in Chennai Region	<b>35,02,557</b>

### Distinctive Achievements / Awards

1. UGC- Research Award (2015-2017)
2. Best Paper Award – All India Accounting Conference, School of Commerce ,  
University of Rajasthan, Jaipur, Rajasthan (2011)
3. Best paper Presentation Award – International Conference, Dept. of  
Administration, Annamalai University( 2010)
4. Alagappa Excellence Award for Research – 2018
5. MTC Global- Distinguished Management Teachers Award -- 2018

### Events organized in leading roles

#### Number of Seminars / Conferences / Workshops / Events organized: 04

1. Training Programme & Silver Jubilee Celebrations organized by Department of  
Corporate Secretaryship, “Leadership that gets Results” on 29<sup>th</sup> March 2010.
2. Two day Coaching Programme for School of Business Management students was  
organized under the **Equal Opportunity Cell** of Alagappa University, on 29<sup>th</sup> & 30<sup>th</sup>  
April 2013. – **Co- ordinator**
3. One day Coaching Programme on "**Employability Skill**" for the students of Science  
Department of our University on 19<sup>th</sup> September 2013. – **Co- ordinator**
4. Two day National Seminar on **Consumer Protection and Empowerment in India** – in  
the Wake of Technology Domination- 26<sup>th</sup> and 27<sup>th</sup> August 2016 –In collaboration with  
Center for Consumer Studies, Indian Institute of Public Administration(**IIPA**), New  
Delhi, Sponsored by Department of Consumer Affairs, Ministry of Consumer Affairs,  
Food and Public Distribution, Government of India.- **Seminar Director**
5. A two day training programme on “**Campus Interview Skills**” Jointly organized by the  
Equal Opportunities Cell and Placement Cell of Alagappa University. 1<sup>st</sup> & 2<sup>nd</sup> March  
2017

### Events Participated (optional)

#### Conferences / Seminars / Workshops: 15

1. National Seminar on Service quality and Customer Relationship Management  
Practices in 21<sup>st</sup> Century: Emerging Issues and Challenges.
2. International Conference on Business Research – Entrepreneurship-31<sup>st</sup> August 2016.

3. National Conference on The dynamics of Commerce in the 21<sup>st</sup> Century: Innovation, Trends & Practices.
4. International Conference on 39<sup>th</sup> All India Accounting Conference and International Seminar on Accounting Education and Research.
5. International Conference on Newfangled Approaches in Commerce and Management Traditional to Global Era
6. National Seminar on Challenges and Opportunities in Retail Sector (COReS-17) organised by the Department of Business Administration, Dr.Umayal Ramanathan College For Women Date: 25<sup>th</sup> January – 2017
7. Two day workshop on ICT based innovative teaching methods in Business studies, organised by the Department of Commerce and International Business, Alagappa University Karaikudi Date:23<sup>rd</sup> &24<sup>th</sup> January 2017
8. One day National Seminar on Challenges and Opportunities of Demoneization, organised by the Department of Commerce & Business Administration, S.S.A College of Arts and Science, A.Thekkur Date: 31<sup>st</sup> January , 2017
9. One day Seminar on “Recent Developments in Accounting and Taxation organised by the Department of Corporate Secretaryship, Alagappa University, Karaikudi and Madurai Branch of the Southern India Regional Council of the Institute of Chartered Accountants of India (ICAI) under the auspices of University Talent Bank Centre Date: 20<sup>th</sup> July 2017
10. 70<sup>th</sup> All India Commerce Conference of ICA (Indian Commerce Association) organised by the Faculty of Commerce and Management, The IIS University, Jaipur (deemed to be University u/s of UGC Act 1956) Date: 12-14 October 2017
11. Challenging Business Intelligence and Innovations Management organised by Alagappa Institute of Management, Alagappa University, Karaikudi 26<sup>th</sup> September 2017
12. Two day workshop on Novelty for Sustainable and Green Business Management organised by the Alagappa Institute of Management and University Business Collaboration Centre, Alagappa University, Karaikudi 14<sup>th</sup> &15<sup>th</sup> December 2017
13. One Day National Seminar on Changing Landscape of the Indian Non – Life Insurance Market organised by the Department of Banking Management and University Business Collaboration Centre, Alagappa University, Karaikudi 18<sup>th</sup> December 2017
14. National Workshop on Emerging Trends in Customs Clearances and Logistics, organised by the Dept. of International Business, Alagappa University, Karaikudi, Tamilnadu, India 10<sup>th</sup> February 2018

15. Two Day Workshop on GST organised by the Dept. of Corporate Secretaryship, & Business Collaboration Centre, Alagappa University, Karaikudi Date: 24<sup>th</sup> -25<sup>th</sup> January 2018
16. National Seminar on Consumer Inclusion and Justice – A Paradigm shift in digital era organised by the PG & Research Department of Corporate Secretaryship, Bharathidasan Govt. College for Women (Autonomous), Puducherry and Dept. of Civil Supplies & Consumer Affairs, Govt. of Puducherry. Date: 29 March 2018

### **Other Training Programs**

1. Faculty Development Programme- Academic Staff College (UGC-HRDC), Puducherry.
2. Teacher's Congruence on Empowering Teachers to Prepare Professionals of Tomorrow organised by The Institute of Company Secretaries of India, Southern India Regional Council, Kamarajar Arangam, Chennai Date: 2<sup>nd</sup> July 2017

### **Overseas Exposure / Visits**

- Bangkok - Thailand
- Dubai (UAE)
- Abu Dhabi
- Sharjah

### **Membership in**

#### **Editorial Board**

1. International Journal of ZAKIR
2. International Journal of Commerce, Management and Computer applications
3. Journal of Business Research (DBJC)
4. Consumer Protection and Empowerment in India
5. Amity Journal of Management Research - Noida

#### **Academic Bodies (such as Board of Studies etc.,)**

1. Indian Commerce Association- Life Member
2. Indian Accounting Association-Life Member
3. Indian Researchers Association -Life Member
4. Global Association of Commerce and Management-Life Member

#### **Board of Studies**

1. Member – Dept. of Corporate Secretaryship, Alagappa University, Karaikudi.
2. Member – Dept. of Corporate Secretaryship, BGCW, Puducherry.

## Others

1. Workshop Organizer – Corporate Readiness programme (2010)
2. Sports Coordinator (2010-2014)
3. Coordinator – Village Placement Programme (2010-2014)
4. Deputy Warden- Men's Hostel, Alagappa University, Karaikudi.(2012-2013).
5. Coordinator – Practical Training

## Resource persons in various capacities

Number of Invited / Special Lectures delivered : 27

1. Delivered a keynote address on Energizing Corporate Secretaryship Students Towards Excellence, 26<sup>th</sup> February 2006 at Kongu Arts & Science, College, Erode
2. Acted as a Resource person in the 3<sup>rd</sup> Technical session on Business Finance , International Conference on Impact of Economic crisis in Global Business Scenario , Dept. of Management Studies, Sri Sai ram Institute of Management Study, Chennai, 24<sup>th</sup> & 25<sup>th</sup> September 2009
3. Delivered a special lecture on venture capital in India in the National Conference on Stock Exchange in Indian economy organised by Dept. of Commerce ,Madurai Sivakasi Nadar Poiner Meenakshi Women's College , Poovanthi on 17<sup>th</sup> February 2011.
4. Delivered a keynote address on Stock Exchange in Indian Economy, 17<sup>th</sup> February 2011, Dept. of Commerce Madurai Sivakasinagar Pioneer Meenakshi Women's College, Poovanthi
5. Delivered a special lecture on Recent Trends and Development of Indian Capital Market, Organized by Researchers Association , Dept. of Corporate Secretaryship, Kongu Arts and Science College, Erode on 9<sup>th</sup> February 2013.
6. Delivered a key note address on Recent Trends in Management Practices in the International Conference Organized by Department of Business Administration, Rajah Serfoji Govt. College (Autonomous), Thanjavur on 25<sup>th</sup> and 26<sup>th</sup> February 2013
7. Chaired a session in the two days International Conference on Economics, Business, Finance, Human Resource & Technology for Sustainable Development (IEBFHT'13)

- Organized by Sri Sai Ram Institute of Management Studies, Sri Sai Ram Engineering College, Chennai. December 20<sup>th</sup> & 21<sup>st</sup>, 2013, under the thrust area of Finance.
8. Chaired a session in the one day UGC Sponsored National Seminar on “Modern Trends and Development Strategies in Business”. Organized by P.G Department of Corporate Secretaryship, D.B Jain College, Chennai 4<sup>th</sup> January 2014.
  9. Chaired a session in the two days International Conference on “Human Rights Duties Education” and presented a paper titled “Human Rights Violation and Protection” Organized by Department of Corporate Secretaryship, Alagappa University, Karaikudi, during 25<sup>th</sup> & 26<sup>th</sup> February, 2014.
  10. Acted as a Chair Person in the International Conference on Business Innovation, organized by School of Business Studies, Sun Arts and Science College, Tiruvannamalai, Tamilnadu, on 6<sup>th</sup> & 7<sup>th</sup> October 2014.
  11. Delivered an inspiring lecture on ”Recent Technological Changes and Long-term Organizational Sustainability” to the participants of 24<sup>th</sup> Refresher Course in Commerce & Management Organized by the UGC- Human Resource Development Centre, University of Mysore, on 10<sup>th</sup> July 2015.
  12. Acted as a Chair person at 6<sup>th</sup> International Conference on Banking , Finance Business & Technology for sustaining economic development in Global Market (IBFBT’15). Organized by Sri Sai Ram Institute of Management Studies and Sri Sai Ram Engineering College, West Tambaram, Chennai, Tamil Nadu, India in association with Association of Indian Management Schools, Indo-Australian Chamber of Commerce, Confederation of Indian Industry and Madras Management Association on October 9<sup>th</sup> -10<sup>th</sup> , 2015.
  13. Delivered a invited lecture on E-Governance Strategies and Best Practices For Stakeholder Empowerment in the National Conference organized by the Department of Commerce, Guru Shree Shantivijai Jain College For Women Chennai on 11<sup>th</sup> December 2015 .
  14. Acted as a Resource Person and delivered a lecture on Innovative Marketing Strategies for E-Tailing Organised by the UGC – PG & Research centre of Commerce, Jayaraj Annapackiam College for Women, Periakulam, Theni District, Tamilnadu on 15<sup>th</sup> & 16<sup>th</sup> December 2015.

15. Acted as a Chair person at one day international seminar on Investment options in the changing scenario. Organized by PG & Research department of commerce, M.R. Government Arts College, Mannargudi, Tiruvarur District on 8<sup>th</sup> January 2016.
16. Delivered a key note address lecture as a on “How to write a good thesis”, organized by the Global Association of Commerce and & Management, Salem March 2016.
17. Delivered a Key Note address on “Problems and Prospects of Women Entrepreneurs” ,National Seminar on Emerging Trends on Entrepreneurial Opportunities and Challenges (NCEOC - 2016), organized by Dept. of Business Administration, Dept. of Commerce and Dept. of Commerce – CA, Caussanel College of Arts and Science, Muthupettai on 1<sup>st</sup> October 2016
18. Delivered a special lecture to Post Graduate Students of Commerce under the auspices of the Commerce Association (PG) 2016-17, Tuesday 25<sup>th</sup> October 2016, at Dept. of Commerce, Arumugam Pillai Seethai Ammal College, Tiruppattur.
19. General and International Management, ICSSR – sponsored National Seminar on Innovations & Challenges in Global Business Management (NS-ICGBM’ 17), on 28<sup>th</sup> July 2017, Organized by the Dhanraj Baid Jain College, Chennai- 600 097,
20. Equal Opportunities of Person with Disabilities, One day Awareness Programme on Equal Opportunities of Person with Disabilities, organized by the Alagappa University College of Education, Alagappa University, Karaikudi. on 14<sup>th</sup> September 2017
21. GST – Implications on Indian Economy, Special lecture on GST-Implications on Indian Economy on 10.11.2017. Organised by the Department of Commerce, Periyar University, Periyar Palkalai Nagar, Salem – 636 011
22. Higher education towards policy makers, NAAC sponsored Two day National Seminar on Quality Enrichment and Excellence in Higher education system in the era of globalization, Organised by Internal quality assurance cell (IQAC), Dhanraj Baid Jain College(Autonomous), Chennai, on 25<sup>th</sup> & 26<sup>th</sup> February 2017
23. Women Entrepreneurs – Perspectives, organized by Dept. of Corporate Secretaryship, Chellammal Women’s College of the Pachaiyappa’s Trust, Guindy, Chennai on 28<sup>th</sup> February 2017.
24. GST, Insolvency & Bankruptcy Code and Demonetization, Dept. of Commerce ( Accounting & Finance) & Singar Educational Trust, SirTheagaraya College Chennai 11<sup>th</sup> March 2017

25. Delivered a key note address on “Finance Bill 2018 & The companies Act 2017” organized by Department of Commerce (General) Shift II, Sir Theagaraya College, Chennai – 600 021. Dated: 22.03.2018
26. Delivered a key note address Paradigm Shift – Indian Banking Sector Organised by the Dept. of Commerce with CA, Syed Ammal Arts and Science College (SAASC), Ramanathapuram Date : 16<sup>th</sup> March 2018
27. Delivered a key note address on “Sustainable Development – Role of Business Education & Research” organized by Department of Studies in Commerce, University of Mysore, Manasagangotri, Mysuru. Dated: 20<sup>th</sup> & 21<sup>st</sup> March 2018.

### Others

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|-------------------------------------------------------|------|
| 1. Articles published in Magazines                    | : 15 |
| 2. No. of Ph.D Thesis evaluated                       | : 28 |
| 3. No. of Ph.D Public Viva Voce Examination conducted | : 25 |

### Recent Publications

1. Dr.C.Vethirajan, (2016) “CRM Practices and Customers’ Perception Towards Retail Outlets in Puducherry”, Indian Journal of Applied Research, July 2016. Vol:6/Issue:7 ISSN: 2249-555x/3.919/ IC Value: 74.50.
2. Dr.C.Vethirajan, (2016) “Women Entrepreneurship – Emerging of an ERA in India” International conference on Business Research – Entrepreneurship, Department of Commerce Faculty of Science and Humanities, SRM University, Kattankulathur, Chennai ISBN-13: 978-81-8209-472-7. PP- 262-266
3. Dr.C.Vethirajan, (2016), “Insurance Services and Consumer Protection” National Seminar on Consumer Protection and empowerment in India - ISBN No: 978-81-928690-1-8
4. Dr.C.Vethirajan, (2016) “Role of Corporate Social Responsibility in National Re-enforcement in Indian Multi National Companies” - International journal of Advanced research in Management and Social Sciences Vol:5, Issue 8, August 2016, ISSN (2278-6236) Impact Factor: 6.284, pp: 9-17

5. Dr.C.Vethirajan, (2016) “Awareness and Attitude Of College Students Regarding Entrepreneurial Traits – An Empirical Analysis”, National conference on Entrepreneurial Resurgence and Innovations (NCERI’16)ISBN No: 978-81-9259-745-4
6. Dr.C.Vethirajan, (2016) “Social Entrepreneurship – A Researcher Perspective”, National conference on Entrepreneurial Resurgence and Innovations (NCERI’16)ISBN No: 978-81-9259-745-4
7. Dr.C.Vethirajan, (2016) “Corporate Disclosure Practices and Contemporary Issues in Social and Financial Reporting in India” International Journal of Business and Administration Research Review, Volume No-1 Issues -3 July-Sep-2016. Pp: 66-70. Impact Factor: 3.853
8. Dr.C.Vethirajan, (2016) “Corporate Social Responsibility Practices of Selected Information Technology Companies in India” International Journal of Commerce, Management and Computer Application, Special Issue, September 2016, ISSN 2395-2091, PP: 1-7.
9. Dr.C.Vethirajan, (2016) “Problems and Prospects of Women Entrepreneurship – A Study With Reference to Ramanathapuram District” Shanlax International Journal of Management, Vol:4 Special issue: 1 October 2016, ISSN: 2321-4643, PP:6-16
10. Dr.C.Vethirajan, (2016) “Empowering Women Entrepreneurs Through ICT” Shanlax International Journal of Management, Vol:4 Special issue: 1 October 2016, ISSN: 2321-4643, PP: 287- 291.
11. Dr.C.Vethirajan, (2016) “Demographic Variables and Customer Orientation on Women Entrepreneurs in Network Marketing in Chennai”, International Journal of Advanced Research in Management and Social Sciences, Vol. 5 | No. 11 | November 2016, ISSN: 2278-6236, PP 52 – 60
12. Dr.C.Vethirajan, (2016) “Goods and Services Tax – Need of the Hour”, 39<sup>th</sup> All India Accounting Conference and International Seminar on Accounting Education and Research, Hosted by Department of Commerce, Bangalore University, Bengaluru and Indian Accounting Association, Karnataka Branch, And association with International Skill development Corporation (ISDC)& ACCA, UK. Page : 58.
13. Dr.C.Vethirajan, (2016) “Goods and Service tax-Its issues and implications of various stakeholders in India”, International Journal of Research and Business Innovation, special issue, Vol.4 No.3 December 2016, impact factor:1.5, 3 PP: 7-14

14. Dr.C.Vethirajan, (2017) “Corporate Disclosure Practices in Cement Industry”, International Conference on Global Growth : Gears & Glows , Vol: 1, ISBN: 978-81-933316-4-4, PP: 90-98
15. Dr.C.Vethirajan, (2017) “Corporate Financial Structure and Value of the Firm – A Study of selected companies in Tamil Nadu”, International Conference on Global Growth : Gears & Glows , Vol: 1 , ISBN: 978-81-933316-4-4, PP: 213-220
16. Dr.C.Vethirajan, (2017) “Levels of CSR on Consumer Behaviour – Its Various Aspects of Consumers”, International Conference on Global Growth : Gears & Glows , Vol: 2, ISBN: 978-81-933316-4-4, PP: 226-230
17. Dr.C.Vethirajan, (2017) “Relationship between CRM Practices and Retailers Perception Towards Retail Outlets in Puducherry Region”, International Conference on Global Growth : Gears & Glows , Vol: 2 , ISBN: 978-81-933316-4-4, PP: 239-146
18. Dr.C.Vethirajan, (2017) “Inclusive growth and Corporate Social Responsibility in India”, International Conference on Global Growth : Gears & Glows , Vol: 2, ISBN: 978-81-933316-4-4, PP: 235-239
19. Dr.C.Vethirajan, (2017), “Effect of Food Adulteration on Human Health” National Seminar Consumer on “Consumer in Digital Era : Issues and Concerns”. held on 3<sup>th</sup> Feb 2017 Organised by Department of Commerce the Bharathiar University , Coimbatore – 641 046, ISBN: 978 – 81 – 8209 – 494 - 9, PP: 157 to 166
20. Dr.C.Vethirajan, (2017) “Opportunities & Challenges in Agricultural Startup India” A Two day National Conference on Inclusive Growth Through Startup India: Opportunities and Challenges, Sponsored by ICSSR, UGC & NABARD, Souvenir Published by Dept. of Commerce, Sri Venkateswara University, Tirupati on 10<sup>th</sup> & 11<sup>th</sup> February 2017, PP: 89
21. Dr.C.Vethirajan, (2017) “A Comprehensive Study on the Investor Protection and Corporate Governance”, ICSSR – sponsored National Seminar on Innovations & Challenges in Global Business Management (NS-ICGBM’ 17), held on 28<sup>th</sup> July 2017, Organised by the Dhanraj Baid Jain College, Chennai- 600 097, ISBN: 978-81-910561-8-1, PP: 656 to 659
22. Dr.C.Vethirajan, (2017) “Corporate Financial Reporting Practices – A Systematic Approach ”, ICSSR – sponsored National Seminar on Innovations & Challenges in Global Business Management (NS-ICGBM’ 17), held on 28<sup>th</sup> July 2017, Organised by

the Dhanraj Baid Jain College, Chennai- 600 097, ISBN: 978-81-910561-8-1, PP:489-493

23. Dr.C.Vethirajan, (2017), “Investors Protection Measures Under Companies Act 2013” ICSSR – sponsored National Seminar on Innovations & Challenges in Global Business Management (NS-ICGBM’ 17), held on 28<sup>th</sup> July 2017, Organised by the Dhanraj Baid Jain College, Chennai- 600 097, ISBN: 978-81-910561-8-1, PP:494-500
24. Dr.C.Vethirajan, (2017), “Investors Views on Capital Market- A Study with reference to Karaikudi Town”, ICSSR – sponsored National Seminar on Innovations & Challenges in Global Business Management (NS-ICGBM’ 17), held on 28<sup>th</sup> July 2017, Organised by the Dhanraj Baid Jain College, Chennai- 600 097, ISBN: 978-81-910561-8-1, PP: 562 to 567
25. Dr.C.Vethirajan, (2017), “Challenges Facing by Global Firms in Human Resource Management” ICSSR – sponsored National Seminar on Innovations & Challenges in Global Business Management (NS-ICGBM’ 17), held on 28<sup>th</sup> July 2017, Organised by the Dhanraj Baid Jain College, Chennai- 600 097, ISBN: 978-81-910561-8-1, PP: 558 to 561.
26. Dr.C.Vethirajan, (2017), “Input Tax Credit Under Goods and Service Tax in India”, ICSSR – sponsored National Seminar on Innovations & Challenges in Global Business Management (NS-ICGBM’ 17), held on 28<sup>th</sup> July 2017, Organised by the Dhanraj Baid Jain College, Chennai- 600 097, ISBN: 978-81-910561-8-1, PP: 508 to 513
27. Dr.C.Vethirajan, (2017), “User’s Opinion on Efficiency of Internet Financial Reporting Practices – A Study with reference to Karaikudi Town” Paripex- Indian Journal of Research, Vol: 6, Issue:7, July 2017, PP: 18-20. ISSN: 2250-1991, UGC Approved journal (Sr.47432), Index Copernicus IC Value: 79.96, Journal DOI: 10.15373/22501991, **Impact Factor: 5.761.**
28. Dr.C.Vethirajan, (2017), “Entrepreneurs Competencies of Women Entrepreneurs in Network Marketing” Sumedha Journal of Management, Vol.6, No.3, Special Issue Sep -2017, Referred Journal of CMR College of Engineering and Technology, ISSN (P): 2277-6753, ISSN (Online): 2322 -0449, Page: 58. **ISRA Journal Factor – 2.318, Index Copernicus value 5.20, Impact Factor: 0.787 (Proquest database)**

29. Dr.C.Vethirajan, (2017), "CSR in India – A Review of literature of the history and context", issue – 1<sup>th</sup> Sept. 2017. M –Infiniti Journal Management - **ISSN – 0973 – 7193 P.P: 133 – 143**, Vol. 11.
30. Dr.C.Vethirajan, (2017), "Analysis of return forms under Goods and Service Tax in India" 7<sup>th</sup> International Conference on Social Science Research for sustaining Business & Economy in Global Market ( ICSRSBEGM -17) held on 20<sup>th</sup> & 21<sup>st</sup> September, 2017 Organised by Department of department of Management Studies, Sai Ram Institute of Management Studies, Sai Leo Nagar, West Tambaram, Chennai -44.
31. Dr.C.Vethirajan, (2017), "GST –A Revolution in India's Tax System" International Conference on "GST (ICGST – 2017)" held on 5<sup>th</sup> October 2017 Organised by Department of Commerce, Commerce with CA & Business Administration, Vidhyagiri college of Arts and Science, Puduvayal Karaikudi – 6301 108 Affiliated to Alagappa University, ISBN: 978 – 93 – 87102 – 06- 4, PP: 58-63
32. Dr.C.Vethirajan, (2017), "A study on Reverse Charge Mechanism Under Goods and Service Tax" International Conference on "GST (ICGST – 2017)" held on 5<sup>th</sup> October 2017 Organised by Department of Commerce, Commerce with CA & Business Administration, Vidhyagiri college of Arts and Science, Puduvayal Karaikudi – 6301 108 Affiliated to Alagappa University, ISBN: 978 – 93 – 87102 – 06- 4, PP: 58-63
33. Dr.C.Vethirajan, (2017), "GST Implications on Indian Economy", 70<sup>th</sup> All India Commerce Conference of Indian Commerce Association (ICA) organized by Faculty of Commerce and Management, The IIS University, Jaipur (deemed to be University u/s of UGC Act 1956) p: 564, Date: 12-14 October 2017
34. Dr.C.Vethirajan, (2017), "GST Impact on Corporate Financial Reporting in India", National Conference of Business Success Hinges on Business Strategies on 15<sup>th</sup> December 2017, ISBN: 978-81-935783-1-5; PP: 16-18
35. Dr.C.Vethirajan, (2017), "Impact of Human Resource Management on Organisational Performance", National Conference of Business Success Hinges on Business Strategies on 15<sup>th</sup> December 2017, ISBN: 978-81-935783-1-5; PP: 118-124
36. Dr.C.Vethirajan, (2018), "Mandatory and Voluntary disclosure of Indian Companies- A study with reference to investors in Chennai Region" Indian Journal of Applied Research Vol:8 (2), February 2018, ISSN 2249-555X IF: 5.397, IC: 86.18. PP:323-325
37. Dr.C.Vethirajan, (2018), Modern Banking Services in India – A key tool for Indian Banking Sectors. *DBJC – Journal of Business Research, Jain Spire*. National Business

Research Conference on “Emerging trends in Commerce and management in the present decade” Pg 366-370 ISSN: 2248-9711

38. Dr.C.Vethirajan, (2018), Import& Export Under Goods and Services Tax in India, *DBJC – Journal of Business Research, Jain Spire*. National Business Research Conference on “Emerging trends in Commerce and management in the present decade” *Vol 1(28)*. Pg 280-284

39. Dr.C.Vethirajan, (2018), Impact of Supply Chain Management – Service Quality Strategies for Gaining Competitive Advantage, *NXT GEX Logistics Management 4.0* Pg- 76-81. ISBN No: 978-0-6482502-1-0

40. Dr.C.Vethirajan, (2018), Equity inflows and Foreign Direct Investment in India, *FDI – Astute Conduit for trade integration and sustainable development Vol 4(special issue)* Mar 2018, Pg: 185-192. ISSN : 2349-8684. UGC Approved Journal No: 48991