



Dr. A. MORARJI
Professor

Contact

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Academic Qualifications:

MCS., NET & SLET, MBA., M.Phil., PGDCA., Ph.D.

Teaching Experience:

22 Years

Research Experience:

21 Years

Additional Responsibilities

1. Coordinator, Alagappa University Placement Cell (2019 onwards)
2. Coordinator, University Business Collaboration Centre (UBCC) (2018-2019)
3. Nodal Officer, PPMS
4. Coordinator, Consumer Club – 2013-15.
5. Member, Equal Opportunity Cell (2017).
6. Department-Coordinator, IQAC.
7. Chairman of Board - DDE Exam for MBA(FM) & MBA(CS)
8. Member, Departmental Research Committee

Areas of Research

Finance, Energy Management and Infrastructure Management & Disaster Management

Research Supervision / Guidance

| Program of Study | | Completed | Ongoing |
|------------------|---------|-----------|---------|
| Research | Ph.D. | 2 | 3 |
| | M.Phil. | 10 | 1 |
| Project | PG | 129 | 12 |

Publications

| International | | National | | Others |
|---------------|-------------|----------|-------------|---|
| Journals | Conferences | Journals | Conferences | Books / Chapters / Monographs / Manuals |
| 19 | 5 | 12 | 12 | 3 |

| | |
|---|-----|
| Cumulative Impact Factor (as per JCR) : | 2 |
| h-index : | 2 |
| i10 index : | Nil |
| Total Citations : | 5 |

Funded Research Projects

Completed: One

| S. No | Agency | Period | | Project Title | Budget (Rs. In lakhs) |
|-------|---------------------|--------|------|--|-----------------------|
| | | From | To | | |
| 1 | RUSA 2.0 | 2019 | 2020 | SOCIETAL DEVELOPMENT THROUGH CORPORATE SOCIAL RESPONSIBILITY | 50.00 |
| 2 | ICSSR-IMPRESS | 2018 | 2019 | ENFORCEMENT OF TRADE MARK AND PATENTS PRACTICES IN VALUE ADDED AGRO PRODUCTS IN TAMIL NADU | 4.50 |
| 3 | ICSSR | 2019 | 2020 | ENERGY CONSUMPTION AND UTILITY PRACTICES OF FARMERS IN SOUTHERN DISTRICTS OF TAMILNADU | 3.00 |
| 4 | Alagappa University | 2010 | 2012 | STAKEHOLDERS WEALTH MAXIMIZATION | 0.20 |

Ongoing: One

| S. No | Agency | Period | | Project Title | Budget (Rs. In lakhs) |
|-------|--------|--------|----|---------------|-----------------------|
| | | From | To | | |

| | | | | | |
|--|--|--|--|--|--|
| | | | | | |
|--|--|--|--|--|--|

Consultancy Projects: Nil

Others: Nil

Note: Budget must be rounded to two decimal places

Patents

Nil

Distinctive Achievements / Awards

Nil

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized:

- Organising Secretary - National Webinar on “Effective Energy Management Practices of Farmers in COVID-19”, Alagappa University & ICSSR, New Delhi on 3rd June 2020.

Events Participated (optional)

Conferences / Seminars / Workshops:

| International | | National | |
|---------------|--------------|-----------|--------------|
| Presented | Participated | Presented | Participated |
| 10 | 20 | 9 | 21 |

Other Training Programs: Nil

Overseas Exposure / Visits

University Tunku Abdul Rahman, Malaysia – Paper presentation entitled “Corporate Infrastructure Management Practices in Technopark in India” in the International Conference on Recent Trends in Humanities & Science, 25th & 27th October 2018.

Membership in

Professional Bodies

1. Life Member: Association of SELP of India

Editorial Board

PEZZOTTAITE journals of international journal of applied financial management perspectives

Advisory Board

Nil

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

1. Member, Board of Studies in Affiliated Colleges in Alagappa University, Karaikudi.
2. Member, Board of Studies in Periyar University, Salem.
3. Member, Doctoral Research Committee, VIT, Vellore
4. Chairman, MBA(Corporate Secretaryship) Valuation Board.
5. Undergraduate/Postgraduate question paper setter in Bharathiyar University, Coimbatore
6. Member, Selection committee in Recruitment of Faculties in Affiliated Colleges, Alagappa University, Karaikudi
7. Member, Selection committee in recruitment of faculties in Bharathiyar University and its Affiliated Colleges.
8. Member, Selection Committee Board in Corporate Secretaryship Recruitment of faculties in PSG College of Arts and Science, Coimbatore.

Resource persons in various capacities

Number of Invited / Special Lectures delivered:

- A guest lecture on “Companies Act-2013: A key highlights and analysis” Organized by the Department of Commerce, Dr.Umayal Ramanathan College for Women, Karaikudi on 24th February 2016.
- A Special Lecture delivered and Technical session chaired on “Companies Act-2013”, organized by the Department of Business Administration and Commerce, Caussanel College of Arts & Science, Muthupettai on 5th March, 2016.
- Delivered a special Lecture on “Entrepreneurship Skill development” organized by the Department of Women’s Studies, Alagappa University on 29th March 2016.
- Delivered and chaired International Conference on CSR Toward societal Development – Issues and Challenges (NSCSR - 2019)” Organised by the Department of Corporate Secretaryship, Alagappa University, Karaikudi

Others

1. Articles published in Newspapers / Magazines : Nil
2. Products developed : Nil
3. No. of PhD Thesis evaluated : 23
4. No. of Ph.D. Public Viva Voce Examination conducted : 20
5. Sequences submitted in Gen Bank

**Social Interests and Initiatives / Articles in News papers etc can also be included

- Environment Protection, Energy Management.

Recent Publications

Authors, (Year), "Title of the Paper", Journal / Conference Name, Publisher, Country, Volume/ Issue, page numbers. (Impact Factor :).

1. **Dr.A.Morarji** " **Impact of Covid-19 On The Business Sector**", **Non Olympic Times**,(ISBN 978-81-949524-1-1),Edition-1, pp. 16-18, 2021.
2. **Dr.A.Morarji** "**Disaster Management - Hospital Perspective**", International Journal of Research and Analytical Reviews (IJRAR), Issue-1, (E-ISSN 2348-1269, P- ISSN 2349-5138.) Vol. 8, January 2021.
3. **Dr.A.Morarji** "**Awareness and Attitude towards COVID-19**" , International Journal of Research and Analytical Reviews (IJRAR), Issue-1, (E-ISSN 2348-1269, P- ISSN 2349-5138)Vol. 8, January 2021.
4. **Dr.A.Morarji** "**Required IPR for Value Added Products In Reduction Of Agricultural Wastage In Tamil Nadu**" , Indian Journal of Applied Business and Economic Research, Vol. 1, No. 2 , pp. 95-108,2020.
5. **Dr.A.Morarji** "**Energy Consumption and Utility Practices in India: An Empirical Analysis**", International Journal of Engineering Technologies and Management Research, ISSN: 2454-1907, Vol 7(07) 42 – 49, July 2020.
6. **Dr.A.Morarji** "**Contribution of CSR Activities for Education in Indian Companies: An Analysis**" Studies in Indian Place Names ISSN: 2394-3114, Vol-40, Issue-12 February 2020.
7. **Dr.A.Morarji**, "**Agriculture View on Trade Mark and Patents Practices In Value Addition of Agricultural, Products in Tamil Nadu**". Business Management Practices – Emerging Trends, 2020.
8. **Dr.A.Morarji**, "**Required IPR For Value Added Products In Reduction Of Agricultural Wastage In Tamil Nadu**" Indian Journal of Applied Business and Economic Research, Vol. 1, No. 2, pp. 95-108, 2020.
9. **Dr.A.Morarji**, "**GDP Impact on Efficiency Gains on Transportation And Distribution of Nascent Informal Sectors in India** ",Recent Trends in E-Supply Chain Management ,Business line, July 2019.
10. **Dr.A.Morarji** "**Enforcement on Trademark and Patents For Value Added Agro Products in Tamil Nadu**" , International Journal of Trade and Global Business Perspectives C Pezzoitate Journals , ISSN(Print): 2319-9059,(Online):2319-9067,Vol.8,no-2,April – June 2019.
11. **Dr.A.Morarji**, "**Web Marketing Mix on Digital Banking in India**", Digital Banking for Sustainable Development, Vol. 2, Computer data, 2019.
12. **Dr.A.Morarji**, "**Web Marketing Mix on E-Banking-An Analysis**", Implications of Internet Marketing, 2019.
13. **Dr.A.Morarji**, "**Energy Management in Paper Industry-A Tool for Prosperity**", Shanlax International Journal of Management, ISSN: 2321-4643, vol. 5, Special Issue 3, March 2018.
14. **Dr.A.Morarji**, "**Role of FDI in Indian Economy**", Roots International Journal of Multidisciplinary Researchers, ISSN: 2349-8684, vol.4, Special Issue 1, March 2018.
15. **Dr.A.Morarji**, "**Corporate Legal Reforms in India: An Overview**", Business Success Hinges on Business Strategies, published by Dept. of Commerce, Alagappa University, Karaikudi, ISBN: 978-81-935783-1-5, vol.1, December 2017.
16. **Dr.A.Morarji**, "**Modern Services in Banks – An Analytical Study**", Business Success Hinges on Business Strategies, published by Dept. of Commerce, Alagappa University, Karaikudi, ISBN: 978-81-935783-1-5, vol.1, December 2017.

17. **Dr.A.Morarji, "Corporate Infrastructure Management Practices in Technopark",** International Journal of Entrepreneurship and Business Environment Perspectives, ISSN: 2279-0918, vol.6, No.2, pp. 3456-3459, April-June 2017.
18. **Dr.A.Morarji, "Customers' Perception on Customer Contact Programmes as a CRM Tool in Banks"** International Journal of Sona Global Management Review, ISSN 0973-9947, Vol 10, Issue 4 August 2016 pp 35-49.
19. **Dr.A.Morarji, "A Study on the Services of Credit Rating Agencies with Reference to Selected Companies and Debt Instrument Holders in Tamil Nadu",** Journal Splint International Journal of Professionals, vol-III Issue 1, Jan 2016, ISSN 2349-6045.
20. **Dr.A.Morarji, "Energy Management in Paper Industry",** International Journal of Entrepreneurship and Business Environment Perspectives, ISSN: 2279-0918, vol.4, No.4, pp.2067-2071, Oct-Dec 2015.
21. **11.Dr.A.Morarji, "Energy Management in Paper Industry",** International Journal of Entrepreneurship and Business Environment Perspectives, vol 4, No.4, Oct-Dec 2015, ISSN 2279-0918.
22. **Dr.A.Morarji, "Financial Innovation in Indian Capital Market",** Innovative Management: perspectives and practices, vol 1, pp 68-74, ISBN 9789380509-73-0, 2015.
23. **Dr.A.Morarji, "Profitability and Inventory Management of Pioneer Fertilizers Limited",** Innovative Management: perspectives and practices, vol 1, pp 98-102, ISBN 9789380509-73-0, 2015.
24. **Dr.A.Morarji, "Inevitable E-Commerce From Feast to Funeral",** Indian Journal of Applied Research, vol. 5, Issue 11, Nov 2015, ISSN 2249-555X.
25. **Dr.A.Morarji, "A Study on Financial Status of Ceramic Tiles Limited",** International Journal of Applied Financial Management Perspectives, vol. 4 No.3, July-Sep, 2015, ISSN 2279-0896.
26. **Dr.A.Morarji, "Governance for Excellence",** Jamal Academic Research Journal an Interdisciplinary, vol.III, Aug 2015, ISSN 0973-0303.
27. **Dr.A.Morarji, "E-Customer Relationship Management on Customer's Behaviour in Banks",** vol.4(11), Nov 2015 pp.54-58. ISSN 22773622.
28. **Dr.A.Morarji, "Companies' Opinion on Credit Rating Agencies Services",** International Journal of Advanced Research in Management and Social Sciences, vol.4, No.10 Oct 2015, pp.55-68, ISSN.2278-6236.
29. **Dr.A.Morarji, "Indian Stakeholders Perceptions on Corporate Financial Reporting Practices",** Shanlax Publications, Madurai, ISBN 978-81-933316-4-4, February 2017, pp 99-106, 2017.
30. **Dr.A.Morarji, "Guidelines for Preparation of Women Entrepreneurship Project",** Dynamics in Entrepreneurship, Today Publications, Chennai, ISBN: 978-93-81992-43-2, vol.1, pp. 77-82, March 2016.
31. **Dr.A.Morarji, "Governance for Excellence",** Jamal Academic Research Journal – An Interdisciplinary", ISSN: 0973-0303, vol.III, pp. 60-63, Aug 2015.
32. **Dr.A.Morarji, "Goods and Service Tax (GST) – An Economic Growth Strategy",** The Management Spectrum, Faculty of Management, Alagappa University, RNI No.TNENG 05991, vol.6, Issue No.2, pp. 28-30, December 2016.
33. **Dr.A.Morarji, "Profitability and Inventory Management of Pioneer Fertilizers Limited",** Innovation Management: A Research Approach, SELP Publication, Trichy, ISBN: 978-93-80509-74-7, Vol .I, pp. 98-102, 2015.
34. **Dr.A.Morarji, "Vision India 2020: Developing Country through Information Technology",** Publication Division, Bharathidasan University, Trichy, ISBN: 978-93-83213-06-01, vol.1, pp. 199-204, 2015.
35. **Dr.A.Morarji, "Customer Relationship Management Dimensions in Indian Telecom Sector",** Management Spectrum, Alagappa University, Karaikudi, vol.1, Issue 1, pp.85-94, 2011.