

Dr. T. DHARMENDRAN

Designation	GUEST LECTURER
Department	COMMERCE
Qualifications	M. Com., M.Phil., MBA., Ph. D.
Date of Birth	06 June 1981
Date of Appointment	14.09.2009
Date of Joining in this College	14.09.2009



Subject Specialization	MARKETING
Area of Research	PRODUCTION AND MARKETING OF HANDLOOMPRODUCTS

Swayam courses completed / ongoing Ongoing

**No. of Research Papers Published in (with
Impact factor, Scopus etc)** 1 (One)

Regional Journals 1. SELP Journal of Social Science

No. of Research Papers Published in Journals

1. A study on production and marketing of handloom products with special reference to Karur district, Tamil Nadu published in Journal of Applied Management Research, Volume 3, 2277 1158,, June 2014
2. A study on the Impact on financial performance of the handloom industry in Tamil Nadu published in International Journal of Applied Management Research, Volume: 6, 0974 8709, June 2014
3. Marketing of handloom products: A case study of Karur district published in Indo global journal of commerce and economics, Volume:2, 2393 9796, March 2015.
4. Production and marketing of handloom products in Karur district of Tamil Nadu published in SELP Journal of Social Science, Volume:6, 2349 1655, November 2015

No. of Research Papers Presented in Conferences/ Seminars

1. Human Rights & Media Ethics, Rajah Serfoji Government College, (Autonomous) Thanjavur on 25-07-2014.
2. Higher Education in India: Opportunities & Challenges, Government Arts College

(Autonomous), Karur On 30-01-2015.

3. Contemporary issues & challenges in Commerce and Management, Sri Ganesh College of Arts & Science on 13-02-2015.
4. Recent trends in banking sector, Siri PSG Arts and Science College for Women, Sankari on 06-02-16.
5. Financial Inclusion – A new incarnation in economic reforms, Valluvar College of Science and Management, 12-03-2016
6. International seminar on research methodology, Asan College of Arts and Science on 05-10-2016
7. Cashless Trade in India – Opportunities and challenges, Government Arts College (Autonomous), Karur on 24-02-2017

Conferences/ Workshops/ Training Programmes Attended

1. National Level Workshop on Modern Trends in Research methodology conducted in Government Arts College (Autonomous), Karur on 14, February 2014
2. State Level Workshop on Investor Awareness Programme, ICSI_SIRC on 18, February 2014.
3. State Level Workshop on Data analysis Using SPSS v.18, ASBEX on 01, March 2014.
4. UGC sponsored State Level Workshop on The Soft skill development Programme on 01, October 2014.
5. National Level Workshop on hare Market Operations on 02, March 2018.
6. TNGCTA 19th State Level Conference on Quality higher education for all: Challenges andAachievements on 05 – 06, June 2019.
7. National Conference on Contemporary issues and challenges of GST in Entrepreneurship conducted by Department of Business Administration and IQAC of H.H the Rajah's College, Pudukkottai on 27, March 2019.

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