

STAFF PROFILE



- 1) Name: Dr. P.RAMACHENTRAYAR
2) Designation: Associate Professor
3) Department: PG and Research Department of Commerce
4) Qualifications:

Academic: M.Com., M.Phil., SLET., Ph.D.

Additional: M.L.M (Master of Labour Management)

- 5) Experience (in years): Teaching: 12 + 3 (FIP) Research: 7
6) Area of Specialization: Banking, Marketing, Finance and HR
7) Contact: 9843528331 E-mail: snchentrayar@gmail.com
Mobile Number: 9843528331

- 8) Grants Received (Conference/Workshop/Seminar/any other):

Event Title	Agency	Fund Received	Date
Nil	Nil	Nil	Nil

- 9) Project Completed:

Project Title	Agency	Fund Received	Duration
Nil	Nil	Nil	Nil

- 10) Project ongoing:

Project Title	Agency	Fund Received	Duration
Nil	Nil	Nil	Nil

- 11) Research Guidance:

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	3	3
M. Phil.	4	Nil

- 12) Research Publications:

	International	National
Total Number of Publications	17	12

List of International Publications: 5

1. Dr.P.Ramachentrayar, "Role of Women for Rural Development" International Journal of Rural India , Rajaram Mohan Roy Issue, Orai, Page No. 40, March 2005.

2. Dr. P.Ramachentrayar, "Operational Risk Management in Banks" Business and Economic, Facts for You, Volume No.27, Page no.31, April 2007, ISSN-09 70-2653.
3. . Dr. P.Ramachentrayar, "Operational Risk Management in Banks: Need of the Hour" Business and Economic, Facts for You, Volume No.28, Page no.38, March 2008, ISSN-09 70-2652.
4. Dr. P.Ramachentrayar, "Banking and Finance-How Do the Banks Deal with Risk?" Business and Economic, Facts for You, Volume No.28, Page no.27, January 2009, ISSN-09 70-2652.
5. Dr. P.Ramachentrayar, "Banking - Asset Liability Management in Banks" Business and Economic, Facts for You, Volume No.33, Page No.27, November 2012, ISSN-09 70-2652.
6. Dr. P.Ramachentrayar, "Liquidity Risk Management in Banks." Business Plus, Volume No.1, Page no.51, January 2012, ISSN-09 75-9336.
7. Dr. P.Ramachentrayar, "Operational Efficiency of LVB-An Analysis" Shanlax International Journal of Commerce, Volume No.4, Page No.40, January 2016, ISSN:2320-4168.
8. Dr. P.Ramachentrayar, " Impact of GST on Hotel Industry" SVN Research Journal, Volume No. 12, Page No.197, December 2017, ISSN:0976-2949.

List of Peer Reviewed and Listed in UGC Care.

9. Dr. P.Ramachentrayar, "Critical HR issues in Banking Sector" Roots International Journal of Multidisciplinary Researches, Volume No.3, Page No.208, Impact Factor:0.811, September 2016, ISSN: 2346-8684.
10. Dr. P.Ramachentrayar, "Credit Risk Management in Bank" Roots International Journal of Multidisciplinary Researches, Volume No.3, Page No.211, Impact Factor:0.811, September 2016, ISSN: 2346-8684.
- 11.Dr. P.Ramachentrayar, "Rural Marketing of (FMCGS) Fast Moving Consumer Goods. Bodhi International Journal of Research in Humanities, Arts and Science, Volume No.2, Page No.36, April 2018, Impact Factor: 2.135, ISSN: 2456-5571.
12. .Dr. P.Ramachentrayar, "Impact of Rural Marketing Strategy" Bodhi International Journal of Research in Humanities, Arts and Science, Volume No.2, Page No.44, April 2018, Impact Factor: 2.135, ISSN: 2456-5571.
13. Dr. P.Ramachentrayar, " A Study on Consumer Satisfaction with E- Banking Services with Special Reference to the Madurai District Central Cooperative Bank LTD. Eduindex Journal, Volume No. 40, Issue No. 18, Impact Factor:6.3, February 2020, ISSN: 2394-3114.
14. Dr. P.Ramachentrayar, "A Study on digitalization of Education and Employability system in India". Eduindex Journal. Volume No. 40, Issue No. 12, Impact Factor: 6.3, February 2020, ISSN: 2394-3114.
14. Dr.P.Ramachentrayar, "A Study on Role of Customer Relationship Management in Rural Cooperative Bank in Madurai District" Shanlax International Journal of Arts, Science and Humanities, Volume No.9, Page No.25, May 2022, ISSN:2321-788X.

15. Dr.P.Ramachentrayar, “ Impacts of Ecotourism in Kodiakanal” Shanlax International Journal of Arts, Science and Humanities, Volume No.9, Page No.121, May 2022, ISSN:2321-788X.

16. Dr.P.Ramachentrayar, “ A Study on Customers’ Satisfaction with E-Banking Services with Special Reference to the Madurai District Central Cooperative Bank LTD” Shanlax International Journal of Arts, Science and Humanities, Volume No.9, Page No.129, May 2022, ISSN:2321-788X.

17. Dr. P.Ramachentrayar, “A Study on Customers’ Brand Preference of Smart Phone in Madurai District” JUNI KHYAT Journal. Volume No.13, Issue No.08, Impact Factor:6.625, August 2023, ISSN: 2278-4632.

List of National Publications: 12

1. Dr. P.Ramachentrayar, “Globalisation Challenges in Higher Education” MTN College, Madurai. Page No. 435, August 2014, ISBN NO:978-93-80686-11-0.

2. Dr. P.Ramachentrayar, “Risk Management in Banking Sector” Holy Cross College, Trichy. Page No.47, April 2015, ISBN NO:978-81-922545-7-9.

3. Dr. P.Ramachentrayar, “Emerging trends in Online Shopping” Sourastra College, Madurai. Page No. 331, March 2016, ISBN No. 978-81-929458-4-2.

4. Dr. P.Ramachentrayar, “ Impact of Online Marketing” SVN College , Madurai. Page No. 148, February 2016, ISBN No.978-81-910124-8-4.

5. Dr. P.Ramachentrayar, “ Foreign Investment in India- Trends and Status” Vivekananda College, Madurai. Page No.51, March 2016, ISBN No.978-93-87865-01-3.

6. . Dr. P.Ramachentrayar, “ Foreign Investment in India- Policies and Issues” Vivekananda College, Madurai. Page No.88, March 2016, ISBN No.978-93-87865-01-3.

7. Dr. P.Ramachentrayar, “ E – Governance at the Prime Cooperative Bank Ltd.” Sri Kaleeswari College, Madurai. Page No. 108, March 2016, ISBN No.978-93-5258-485-7.

8. . Dr. P.Ramachentrayar, “ A Study on factors influencing the Starting of the Micro Enterprises of the Entrepreneurs in Madurai District.” Vivekananda College, Madurai. Page No.30, September 2018, ISBN No.978-93-87871-79-3.

9. Dr. P.Ramachentrayar, “ Human Resources Management in Banks” MTN College, Madurai. Page No. 116, August 2018, ISBN No.978-81-933998-7-3.

10. Dr. P.Ramachentrayar, “ Role of Women for Rural Development” Vivekananda College, Madurai. Page No.5, January 2018, ISBN No.978-93-87102-45-3.

11. Dr. P.Ramachentrayar, “ Impact of Micro-Credit on Economic Empowerment of Women in Madurai District”. V.V.V College, Virudhunagar. Page No. 148, April 2019, ISBN No. 978-81-935892-3-6.

12. Dr. P.Ramachentrayar, “ Human Resources Management in Banks” Vivekananda College, Madurai. Page No.64, January 2019, ISBN No.978-93-88398-27-5.

13) Chapters in Books: Nil

14) Other Publications (Proceedings): Nil

15) Books Published: Nil

16) Presentation in Seminar / Conference:

International: 13

1. Dr. P.Ramachentrayar, “ Risk Management in Banking Sector” Holy Cross College Truchy, Augusst 2014.
2. Dr. P.Ramachentrayar, “ Critical HR Issues in Banking Sector” Mangayarkarasi College of Arts and Science for Women, Madurai. September 2016.
3. Dr. P.Ramachentrayar, “ Data Warehousing and CRM in Banking” Padmavani Arts and Seience College for Women, Salem. September 2016.
4. Dr. P.Ramachentrayar, “ Credit Risk Management in Banks” Mangayarkarasi College of Arts and Science for Women, Madurai. September 2016.
5. Dr. P.Ramachentrayar, “ Human Resource Management in Banks” Sourastra College, Madurai. February 2017.
6. Dr. P.Ramachentrayar, “ Foreign Investment in India-Trends and Status” Vivekananda College, Madurai. March 2018.
7. Dr. P.Ramachentrayar, “ Foreign Investment in India-Policies and Issues” Vivekananda College, Madurai. March 2018.
8. Dr. P.Ramachentrayar, “ Rural Marketing of (FMCGS) Fast Moving Consumer Goods” Mangayarkarasi College of Arts and Science for Women, Madurai. February 2018.
9. Dr. P.Ramachentrayar, “ Impact of Rural Marketing Strategy,” Mangayarkarasi College of Arts and Science for Women, Madurai. February 2018.
10. Dr. P.Ramachentrayar, “ A Study on Factors Influencing the starting of the Micro Enterprises of the Entrepreneurs in Madurai District” Vivekananda College, Madurai. September, 2018.
11. Dr. P.Ramachentrayar, “ A Study on Role of Madetssia in Development of Entrepreneurs in Madurai City” Lead College of Management Dhoni, Palakkad, Kerala, December, 2019.
12. Dr. P.Ramachentrayar, “ A Study on Customer Satisfaction with E-Banking services with special reference to the Madurai District Central Cooperative Bank Ltd.” Voorhees College, Vellore, February, 2020.
13. Dr. P.Ramachentrayar, “ A Study on Digital innovation of Banking Services in Madurai City”, Rajapalayam Rajues College, Rajapalayam, February, 2020.

National: 38

1. Dr.P.Ramachentrayar, “ Foreign Investment in India – Trends and Status”, Arual Anandar College, Madurai, December, 2005.
2. Dr.P.Ramachentrayar, “ Banking Services through ATM and CREDIT Cards”, Seethalakshmi Ramasamy College, Madurai, December, 2005.
3. Dr.P.Ramachentrayar, “ Role of Women for Rural Development”, V.V.V. College, Virudhunagar, September, 2005.
4. Dr.P.Ramachentrayar, “ Employability of Women Through SHG”, Vivekananda College of Arts and Science for Women, Tiruchankodu, February, 2006.
5. Dr.P.Ramachentrayar, “Customer Relationship Management”, M.O.P. Vaishnav College for Women, Chennai, February, 2006.
6. Dr.P.Ramachentrayar, “ Opportunities and Challenges of Insurance Sector-LIC”, Sri.Parasakthi College for Women, Kurtralam, February, 2006.
7. Dr.P.Ramachentrayar, “ Role of IT in Banking System”, Vidyasagar College of Arts and Science , Udumalpet, March,2006.
8. Dr.P.Ramachentrayar, “ Impact of Globalisation in IT Sector”, Sri Kaleeswari College, Sivakasi, February 2006.
9. Dr.P.Ramachentrayar, “ Human Right-Challenges in Woman Empowerment”, V.H.N.S. College, Virudhunagar, August , 2008.
10. Dr.P.Ramachentrayar, “ Risk Management in Banks”, V.P.M.College for Women, Krishnankovil, March 2008.
11. Dr.P.Ramachentrayar, “ Globalisation Impacts on Service Sector”, Sourastra College, Madurai, March,2008.
12. Dr.P.Ramachentrayar, “ Impact of Retailing in India-An overview”, Govt. Arts College, Paramakudi, March 2008.
13. Dr.P.Ramachentrayar, “ The Impact on Consumerism in Health Care”, Govt. Arts College, Paramakudi, April 2008.
14. Dr.P.Ramachentrayar, “ Financial Crisis and Risk Management”, E.M.G.Yadava College for Women, Madurai, March 2009.
15. Dr.P.Ramachentrayar, “ Impact of Globalisation in Indian Industry”, Govt. Arts College, Paramakudi, March 2009.
16. Dr.P.Ramachentrayar, “ Risk Management in Insurance”, S.R.N.M. College, Sattur, March,2010.
17. Dr.P.Ramachentrayar, “ Financial Inclusion – A toll for sustainable development”, Annamalai University, Chidambaram, March, 2010.
18. Dr.P.Ramachentrayar, “ The Impact of Historical Tourism in Tamil Nadu”, Govt. Arts College, Thiruvannamalai, March 2012.
19. Dr.P.Ramachentrayar, “ The Role of Tourism Industry in India”, M.T.N.College, Madurai, August 2013.
20. Dr.P.Ramachentrayar, “ The Impact on Green Banking”, S.N. College, Madurai, October, 2014.
21. Dr.P.Ramachentrayar, “ Globalisation Challenges in Higher Education”, M.T.N. College, Madurai, August , 2014.
22. Dr.P.Ramachentrayar, “ The Impact of Thirukkural” , S.V.N. College, Madurai, March, 2014.
23. Dr.P.Ramachentrayar, “ Emerging Trends in Online Shopping”, Sourastra College, Madurai, March, 2016.

24. Dr.P.Ramachentrayar, "Emerging Trends in Online Shopping", Sourastra College, Madurai, March, 2016.
25. Dr.P.Ramachentrayar, "E- Governance at the Prime co-operative Ltd", Sri Kaleeswari College, Madurai, March, 2016.
26. Dr.P.Ramachentrayar, "Human Resource Management in Banks", DOMS, M.K University, Madurai, March, 2016.
27. Dr.P.Ramachentrayar, "Role of Women Entrepreneurs in the Economic Development in India", S.V.N.College, Madurai, March, 2016.
28. Dr.P.Ramachentrayar, "Role of Women for Rural Development", S.V.N.College, Madurai, March, 2016.
29. Dr.P.Ramachentrayar, "Impact on Online Marketing" S.V.N. College, Madurai, February, 2016.
30. Dr.P.Ramachentrayar, "Impact of GST on Hotel Industry", S.V.N.College, Madurai, December, 2017.
31. Dr.P.Ramachentrayar, "Rple of Women for Rural Development", Vivekananda College, Madurai, January, 2018.
32. Dr.P.Ramachentrayar, "A Study on Role of Customer Relationship Management in Rural Co-operative Banks in Madurai District", Sadakthullah Appa College, Tirunelveli, September, 2019.
33. Dr.P.Ramachentrayar, "Human Resources Management in Banks", Vivekananda College, Madurai, January, 2019.
34. Dr.P.Ramachentrayar, "Impact of Micro-Credit on Economic Empowerment of women in Madurai District", V.V.V. College, Virudhunagar, April, 2019
35. Dr.P.Ramachentrayar, "A Study on Digital Transaction in Madurai District", S.V.N.College, Madurai, March 2019.
36. Dr.P.Ramachentrayar, "A Study on AWOT Analysis of First Generation Entrepreneurs in Madurai City", M.T.N. College, Madurai, January 2020.
37. Dr.P.Ramachentrayar, "The Spirt and Force Behind Entreprenures in Madurai District, M.T.N. College, Madurai, January 2020.
38. Dr. P.Ramachentrayar, "A Study on Digitalization of Education and Employability system in India", Ananda College, Devakottai, February, 2020.

17) Participation in Conference: 1

1. Dr. P.Ramachentrayar, "Impact of Globlisation on Indian Financial System" Vivekananda College, Madurai. August 2014.

18) Participation in Seminar:

State Level: 6

1. Dr. P.Ramachentrayar, "FDI Onflows to India", M.T.N. College, Madurai, October 2005.
2. Dr. P.Ramachentrayar, "FDI in Indian Retail Sector", M.T.N. College, Madurai, October 2005.
3. Dr. P.Ramachentrayar, "The Role of Self Help Group for Rural Development", S.R.N.M.College, Sattur, August, 2005.
4. Dr. P.Ramachentrayar, "Risk Management in Banking Sector", S.V.N. College, Madurai. February, 2006.
5. Dr. P.Ramachentrayar, "Role of Women Entrepreneur Development", Yadava College, Madurai, February, 2010.

6. Dr. P.Ramachentrayar, “ Innovative Marketing Techniques”, S.V.N. College, Madurai, March ,2016.

International Webinar-Online: 10

1. Dr.P.Ramachentryar, “ Barroers fpr Women Empowerment: Strategies to Overcome” M.S. University, Tirunelveli, 28-7- 2020.
2. Dr.P.Ramachentryar, “ Getting Ready to Publish your Academic Wariting”, St. Josephs College, Kovur, Chennai, 28-7- 2020.
3. Dr.P.Ramachentryar, “ Learn to avail and Communicate the Research Funding Projects”, St. Josephs College, Kovur, Chennai, 28-7- 2020.
4. Dr.P.Ramachentryar, “ To Realize about the Plagiarism and citation”, St. Josephs College, Kovur, Chennai, 27-7-2020.
5. Dr.P.Ramachentryar, “ 6G Technologies”, Hindustan College of Arts and Science, Covai, 16-7- 2020.
6. Dr.P.Ramachentryar, “ Cyber Ethics and Youth Relationship”, St.Albert’s College, Kochi, 13-7-2020.
7. Dr.P.Ramachentryar, “ Python Basics for Data Analysis”, Mohamed Sathak Hamid College of Arts and Science for Women, Rameswaram, 14-7-2020.
8. Dr.P.Ramachentryar, “ Covid-19 pandemic Impact: Evolving Business Strategies”, Sree Sevugan Annamalai College, Sivagangai, 10-7-2020.
9. Dr.P.Ramachentryar, “ Challenges faced by Women Leaders:Lessons learned and future Strategy”, M.S. University, Tirunelveli, 21-7- 2020.
10. Dr.P.Ramachentryar, “ Green Marketing”, Aditanar College f Arts and Science Tiruchandur, 4-7-2020.

National Webinar – Online:10

Dr. P.Ramachentrayar, “ Pedagogy and Research Methods”, AMET,June 2021.

1. Dr. P.Ramachentrayar, Information Security”, EGS Pillai Arts and Science College, Nagapattinam, 30-7- 2020.
2. Dr. P.Ramachentrayar, “ Coooperative Business Enterprises: A Rainbow of Opportunities”, The Gandhigram Rural Institute, Dindigul, 25-7-,2020.
3. Dr. P.Ramachentrayar, “ Become on Entrepreneur in Financial Market”, KG College of Arts and Sciene, Covai, 15-7-,2020.
4. Dr. P.Ramachentrayar, “ Learning to live with Covid-19 : Embracing the New Reality”, St.Mary’s College, Thoothukudi, 11-7-2020.
5. Dr. P.Ramachentrayar, “ Cloud Seciurity”, Rajapalayam Rajue’s College, Rajapalayam, 11-7-2020.
6. Dr. P.Ramachentrayar, “ Role of Youth on Nation Building and National Integration”, IGNOU Center Nagpur, 10-7-2020.
7. Dr. P.Ramachentrayar, “ Slender loris...The nocturnal prosimian of South India”, Rajue’s College, Rajapalayam, 4-7-2020.
8. Dr. P.Ramachentrayar, “ Issues and Implications of Covid-19 on the Banking and Financial Sector”, Sacred Heart College, Tirupattur, 4-7-2020.
9. Dr. P.Ramachentrayar, “ Women Entrepreneurship: A Strategy towards Sustainable Development”, Rajue’s College, Rajapalayam, 3-7-2020.

10. Dr. P.Ramachentrayar, “ Gender Inclusive Economic Growth-Strategies and Challenges”, S.N. College, Madurai, 24-7-2020.

19) Participation in Workshop: 7

1. Dr. P.Ramachentrayar, “ Towards the VAT Regime” V.H.N.S. College, Virudhunagar, 18-2-2005.
2. Dr. P.Ramachentrayar, “ Impact of Globalisation on Indian Financial System” Vivekananda College, Madurai. March, 2014.
3. Dr. P.Ramachentrayar, “ Research Methods and Data Analysis Using SPSS” Peniel Rural College of Education, Natham, 13-9-2014.
4. Dr. P.Ramachentrayar, “ IAS & Civil Services” Kalasalingam University, Krishnankovil, 23-9-2014.
5. Dr. P.Ramachentrayar, “ Application of Multivariate Analysis in Research” Saraswathi Narayanan College, Madurai, 23-2-2015
6. Dr. P.Ramachentrayar, Formulating the Research Problems” Saraswathi Narayanan College, Madurai, 30-12-2015.
7. Dr. P.Ramachentrayar, “ Value Addition, Evaluation and Employability Issues”, DOMS, M.K.University, Madurai, August, 2016.

20) Participation in Orientation Programme/ Induction Programme/ Short term Courses:

Orientation Programme - 2

1. Dr. P.Ramachentrayar, UGC Sponsored Orientation from 15-11-2012 to 12-12-2012 in M.K University, Madurai.
2. Dr. P.Ramachentrayar, Empanelled Training Institution – National Service Scheme, Orientation Training from 5-8-2014 to 11-8-2014. Avinashi lingam University, Covai,

Refresher Course - 4

1. Dr. P.Ramachentrayar, UGC Sponsored Refresher Course from 19-08-2015 to 08-09-2015, Bharathiyar University, Covai.
2. Dr. P.Ramachentrayar, UGC Sponsored Refresher Course from 17-01-2018 to 06-02-2018, Kannur University, Kannur, Kerala.
3. Dr. P.Ramachentrayar, UGC Sponsored Refresher Course from 18-11-2019 to 30-11-2019, Lucknow University, Lucknow, (UP).
4. Dr. P.Ramachentrayar, Ministry of Education Two Weeks Interdisciplinary Refresher Course from 17-6-2021 to 1-7-2021, Ramanujan College, University of Delhi.

21) Participation in Faculty Development Programme:

Offline – 7

1. Dr. P.Ramachentrayar, “ Classroom Communication Skills Enhancement Training” by IQAC , Thiagarajar College, Madurai, 11, Novembe, 2008.
2. Dr. P.Ramachentrayar, “Financial Education” Organized by IQAC, Saraswathi Narayanan College, Madurai, 21-12-2018.
3. Dr. P.Ramachentrayar, “ Activity Based Teaching and Class Room Management” by IQAC, Saraswathi Narayanan College, Madurai, 17-8-2019.
4. Dr. P.Ramachentrayar, “ Intellectual Property Rights” by IQAC, Sermathai Vasan College for Women, Madurai, 6-3-2020.
5. Dr. P.Ramachentrayar, “ Competent Teachers for Milennial Learners” by UGC, S.V.N. College, Madurai, 29-2-2020.
6. Dr. P.Ramachentrayar, “ Fundamentals of Fin-Tech & Blockchain Technologies”,by IQAC, S.V.N. College, Madurai, 12-0=8-2023.
7. Dr. P. Ramachentrayar, “ Training Programme for College Teachers on Psycho-Educational Skills”, District Administration and MANASA, Madurai District, VIRUCHAM. 11-11-2013 to 16-11-2013.

Online:3

1. Dr. P. Ramachentrayar, “ Dream, Struggle and Victory”, Rathnam College of Arts and Science, Covai, 11 -7- 2020.
2. Dr. P. Ramachentrayar, “ Stock Market: A Thrust way to Earn money””, Rathnam College of Arts and Science, Covai, 11-7- 2020.
3. Dr. P. Ramachentrayar, “ Two Days FDP”, Margregorios College, Chennai, 3-7-2020.

22) Conference/ Seminar/ Workshop Organized: Nil

23) Invited Speaker/ Session Chair – Conference/ Seminar/ Workshop:

1. CAS Evaluating cum Screening Committee Member in Rajapalayam Raju’s College.

24) Other Co-curricular / Administrative Responsibilities:

1. NSS-Programme Officer: 2014 – 2017
2. Public Relation Officer: 2013 - 2020
3. Deputy Controller of Examinations: 4-1-2021 to 24-7-2023

25) Member in Board of Studies:

Aided Colleges: 4

MKU Valuation Board Chief: 8 years

26) Editorial/ Review Board Member: Nil

27) Membership in Professional Bodies: Nil

28) Awards received: Nil

29) Consultancy: Nil

30) Patents: Nil

31) Any other information: MKU NAD – Officer 4-01-2021 to 24-7-2023.

* Note : Please provide the total Numbers and details for each metrics