



CURRICULUM VITAE

Name : Dr. M. Antony Jesuraja
Date of birth : 22-07-1973
Marital status : Married and blessed with two daughters.
Languages of Communication : Tamil and English
Current designation : Assistant Professor, Department of Commerce,
St. Joseph's College(Autonomous), Tiruchirappalli-2
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Teaching experience :

Assistant professor, Department of commerce, St. Joseph's College(Autonomous), Tiruchirappalli -2
from 28-10-1999 to till date(Grant In Aid post from 18th June 2012 onward).

Educational qualifications :

- PhD in Commerce, Research Topic: An Inquiry Into The Behaviour Of Consumers Of Malted Food Drinks in Tiruchirappalli city Vis-À-Vis Their Brand Preferences, PG & Research Department of Commerce, St. Joseph's College, Bharathidasan University, Tiruchirappalli under the guidance of Dr. F.R. Alexander Pravin Durai, May 2012.
- Mphil In Commerce , Research Topic: "A study on the effectiveness of TV advertisement among women with a special reference to facial cosmetics in Trichy Town", CDE, Madurai Kamaraj University, Madurai, October 2006.
- UGC-NET in Commerce , December 1999
- SLET in Commerce, 1998
- MCOM , Loyola College (Autonomous), Chennai -34
- BCOM, St. Joseph's College(Autonomous), Tiruchirappalli -02

Specialisation:

- **Teaching:-** Financial Management, Accounting and Accounting packages(Tally Prime), Business Economics, Business laws, Marketing, E-Commerce and Business Analytics (R and Excel)
- **Research :** Marketing & Finance

Specialised skills and knowledge :

Proficient with basics of numerical ability and Test of reasoning, Knowledge in MSWORD, MS EXCEL, Tally Prime, Basics of VB, Oracle, Foxpro, R and C

Papers published : Six

- “Entrepreneurial activities of MSMES:: hurdles and prospects”
Primax International Journal of Commerce and Management Research, ISSN: 2321-3604, Vol.III, Special issue, 2015, 67-71
- The Journey of Ecommerce in India: A road map showing the surfacing problems and hurdles Primax International Journal of Commerce and Management Research, 02(special Issue), March, 2014, ISSN: 2321-3604
- Competency Mapping for a Sales and Marketing Force: Prospects and Challenges
Trans Stellar, International Journal of Human Resource Management and Research, ISSN 2249- 6874 Special Edition OCT 2014, 11-16
- “Complete Financial Inclusion in India: possible or impossible”, Edited by Dr. M. Julius Caesar, Financial Inclusion: Imperatives for Human Development and Sustainable growth, PG Research Department of Commerce, St. Xavier’s College(Autonomous), Palayamkottai, 2012, ISBN: 978-81-909192-3-4, 2012. Pg 419-423
- “Zero Neophobia of Entrepreneurs in Marketing”, Co authored, RETELL, 2011, ISSN 0973-404 X Pg 114-116
- “Consumer involvement: a construct to be given a significant gaze”, Edited by Dr. N. Palanivelu, Edited book on Marketing Research: Issues and Challenges, SELP Publication, Trichy, 2011, ISBN 978-93-80509-01-3 pg 312-313

Orientation programs, Seminars and workshops attended :

- ICSSR sponsored Three day National Faculty Development Programme on Innovative Teaching Pedagogy, Modern Teaching and Learning Methods for Teachers and Role of Research in 21st Century. PG and Research Department of Commerce, St. Joseph’s College (Autonomous), Tiruchirappalli, 7th to 9th January, 2025.
- ICSSR Sponsored National Conference on Industry 5.0: A new prospect for Business and Industrial Transformation, PG and Research Department of Commerce, St. Joseph’s College (Autonomous), Tiruchirappalli, 18th and 19th July 2024.

- ICSSR sponsored Two Days National Seminar on “ Vision India-2025 towards \$5 Trillion Economy: Opportunities and Challenges, PG and Research Department of Commerce, St. Joseph’s College (Autonomous), Tiruchirappalli, 27th and 28th June 2024
- One day international conference on “ Evolving Dynamics of Business in Post-Covid Era, PG and Research Department of Commerce, St. Joseph’s College (Autonomous), Tiruchirappalli, 18th October,2021.
- UGC Sponsored Refresher Course in Commerce and Management (Batch VI), UGC-HRDC, University of Madras, August 16, 2019 to August 29,2019
- ICSSR sponsored National Conference on Economic Transformation through Entrepreneurship, PG and Research Department of Commerce, St. Joseph’s College (Autonomous), Tiruchirappalli, 21st and 22nd January 2019.
- Member of the Organising Committee in the National Level Debate organized by JASS, St. Joseph’s College (Autonomous), Tiruchirappalli, 20th and 21st March, 2019.
- General Orientation Programme for NSS Programme officers, Madras School of Social Work , Chennai and BDU, Trichy, 04-1-2018 to 10-01-2018
- UGC sponsored 91st Orientation Program, UGC -HRDC, Bharathidasan University, Tiruchirappalli-23, 20-5-2016 to 16-06-2016.
- Orientation Program-2013 for Assistant Professors newly appointed in Grant in Aid posts in 2012, MPJHEC, Loyola College, Chennai, 15th May–24th May 2013.
- 10 days soft skills programme, JASS, St. Joseph’s College (Autonomous), Tiruchirappalli , between August 2012 and October 2012.
- National Conference ON Twenty years of Economic Reforms and Inclusive Growth in India, Organised by Departments of Commerce, Economics, History, HRM and Management Studies, St. Joseph’s College (Autonomous), Tiruchirappalli-2, 13 & 14th February 2012.
- UGC sponsored National Seminar in Collaboration with SBI-SXC Branch on “Multi level Interventions for Financial Inclusion: Imperatives for Human Resource Development and Sustainable Growth, PG and Research Department of Commerce, St. Xavier’s College (Autonomous), Palayamkottai, 9-10 February 2012
- Orientation programmer for Research Scholars, Organised by Research Advisory Committee (RAC), St. Joseph’s College (Autonomous), Tiruchirappalli, 18th January, 2011
- International conference on “Marketing Research in the Emerging Global Scenario”, PG & Research Department of Commerce & Business Administration, 24th September, 2011
- Workshop on Environmental Studies (UGC ‘s Compulsory core module course), organized by the Council for College and Curriculum Development (CCCD), Bharathidasan University, Tiruchirappalli, 5th to 10th January 2004.
- Seminar on “ New Economy: Educational Challenges” , Jubilee Celebration of Autonomy, St. Joseph’s College (Autonomous), Tiruchirappalli, 26th & 27th June 2003

.Papers presented :

- “Banking Sector in the new Millennium-Challenges & perspectives”, International Management Convention On the theme “India calls World – A road map to success”, September 27 & 28 2004.
- “Asymmetric Information on consumer goods: A bridged price Hump, State level seminar on “Asymmetric Information and Its impact on Management”, Karpagam Institute of Management studies and Research, Coimbatore, February 22nd 2002
- “WTO agreement- challenges awaiting Indian Agriculture”, National Seminar on WTO-Agreements : Prospects and Challenges, Department of Commerce, St. Joseph’s College, Trichy, 23rd and 24th February 2001.

Mphil research scholars guided : Seven

Resource Person:

- Netcoaching for paper 1, Paper 2 & 3 (Commerce) in St. Joseph’s College, Trichy and other institutions.
- Numerical Ability and Test of Reasoning
- Accounting Packages
- Topics in Commerce and Economics

Special Assignment : NSS Programme officer from August 2017 to August 2022

: Coordinator, Pondicherry University and Society of St. Joseph’s College MBA Twinning Programme from August 2022.

Value Added Courses : Organised Financial Modelling Through Excel for the years 2022-23, 2023-24 and 2024-25

(M. Antony Jesuraja)