

Profile

Name : Dr. J. JAYAKUMAR

Qualification : M.Com., M.Phil., Ph.D.,

Date of Birth : 26-04-1974

Date of Joining in TN.
Collegiate Educational Service : 16-10-1998

Designation : Associate Professor of Commerce

Department : Commerce

Email Address : jaya26474@yahoo.com Mobile : 9443644192

Specialization : Income tax and Corporate Accounting

Total Teaching Experience : **UG:** 16 years **PG:** 16 years

Total Research Experience : 4 years

Research Field : Marketing

No. research papers published : National level - 4 ; International level -1

Research guide for Ph.D. : No.

No. of M.Phil./Ph.D. guided : M.Phil- 4 ; Ph.D - Nil

No. of Books published : Nil

Seminar/Workshops/Symposia
Participated and paper presented :

List of Publication of Research Papers

S.No	Conference paper	Title of the Paper	Year
1	National conference by PG Dept. of Economics, Govt. Arts college, Cheyyar in collaboration with Madras Institute of Development Studies	Direct Tax Code – Implications and Effects on Individual	20 th and 21 st January, 2011.

Details of Seminar/Conference Attended

S.No.	Seminar/ Conference	Organized By	<u>Title</u>	<u>Date</u>
1	National Seminar	PG Department of Commerce, Government Arts college (Men), Nandanam , Chennai – 600 035.	Post Liberalization and Globalization Scenario on Micro Small and Medium Enterprises in India	21 st August 2009
2	National Conference	PG Dept. of Commerce Queen Mary's College Chennai – 600 004	Energy, Economy and Efficiency (3E's)	4 th February 2011
3	UGC Sponsored National Seminar	Indo-American College, Cheyyar – 604 407	Higher Education: Strategies to remedy the problems typical to rural institutions.	18 th and 19 th Feb, 2010
4	National Conference	Department of Commerce and Business Administration Adhiparasakthi College of Arts and Science, Kalavai Vellore District.	Current Trends in Capital Market	3 rd Feb 2010
5	International conference	PG & Research Department of Commerce, University of Madras, Chennai - 5	Global financial system in the post-crisis era – Issues, challenges and opportunities	16 th & 17 th March 2010

Dr. J. Jayakumar - Publications

J. Jayakumar. *Factors Influencing the Customers to prefer the Life Insurers: A study with special referece to Chennai City-* Kaveripakkam College Journal of Management Research. Vol. 4, Issue No.11, Pages 40-47, Apr-Jun 2014.

J. Jayakumar. *Consolidation in Banking Industry through Mergers and Acquisitions: Opportunities and Challenges-* DBJC Journal of Business Research. Vol. I No.1, Issue No.13, Pages 36-49, Apr-Jun 2014.

J. Jayakumar. *Knowledge Management the Present Need for Banks in India.-* SRM Management Digest. Vol. 6, Pages 13-18, Apr 2008.