

Profile

Name: J.J.SOUNDARARAJ



Gender: Male

DOB: 01st JUNE 1971

QUALIFICATION:

S. No.	Degree / Diploma	Subject	Name of the College / University	Year of Passing
1.	B.COM	COMMERCE	UNIVERSITY OF MADRAS	1991
2.	M.COM	COMMERCE	MADURAI KAMARAJ UNIVERSITY	1993
3.	M.PHIL	COMMERCE	MADURAI KAMARAJ UNIVERSITY	1999
4.	M.B.A	MARKETING	ALAGAPPA UNIVERSITY	2008
5.	M.COM	FINANCE & CONTROL	ALAGAPPA UNIVERSITY	2009
6.	M.B.A	FINANCE	TAMILNADU OPEN UNIVERSITY	2011
7.	Ph.D	COMMERCE	ALAGAPPA UNIVERSITY	Awaiting for the Viva-voce Exam

PROFESSIONAL QUALIFICATION:

8.	SLET	COMMERCE	BHARATHIDASAN UNIVERSITY	1998
9.	NET	MANAGEMENT	UGC	2009

Aided

Self-Supporting

Management (Day)

Department: COMMERCE

ID No: COM 20

TEACHING EXPERIENCE:

S. No.	Department	Category Aided / SS / Mgt (Day) / Eve	From – To (Period)
1.	COMMERCE	MANAGEMENT (Day)	June 2010- Till date
2.	COMMERCE	SELF-SUPPORTING	August 2000 – May 2010
Teaching Experience (in Loyola) :			11 ½ YEARS
Teaching Experience (Outside Loyola) :			3 YEARS
Total Teaching Experience :			14 ½ YEARS

POSITIONS HELD (in Loyola):

S. No.	Name of the Position	Duration
1.	FACULTY ADVISOR (BBA- OUTREACH)	2002-2003
2.	PRESIDENT-COMMERCE FORUM	2003-2004
3.	STAFF IN-CHARGE-IQAC - (Commerce- SS)	2007- 2009
4.	CO-ORDINATOR DEPARTMENT OF COMMERCE (Shift- II)	2009- 2010

POSITIONS HELD (Outside Loyola):

S. No.	Name of the Position	Organisation / Institution	Duration
1.	HEAD, School of Accounting & Finance	INSTITUTE OF BUSINESS STUDIES, Port Moresby, NCD, Papua New Guinea	2005- 2006
2.	COORDINATOR, CIM - UK, (Chartered Institute of Marketing - UK) Programme	INSTITUTE OF BUSINESS STUDIES, Port Moresby, NCD, Papua New Guinea	2005- 2006

BOOKS PUBLISHED/ EDITED:

S. No.	Title	Year	Publisher	Place
1.	FUNDAMENTALS OF MARKETING	2005	INSTITUTE OF BUSINESS STUDIES, PNG	Port Moresby, NCD, Papua New Guinea
2.	IMPACT OF FOREIGN DIRECT INVESTMENT ON INDIAN ECONOMY (Edited)	2010	EXCEL BOOKS	New Delhi

ARTICLES PUBLISHED:

S. No	Topic	Journal Name	Year	Publisher
1.	Building strong brands using PIDE Model	USHUS JOURNAL OF BUSINESS MANAGEMENT ISSN 0975 3311	In Progress	CHRIST UNIVERSITY, BANGALORE
2.	Indian Brands in the Indian's context	INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT	In Progress	ONLINE JOURNAL
3.	PERMISSION MARKETING- Interruption is replaced by Invitation	EXCEL INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY MANAGEMENT STUDIES- ISSN 2249 8834	2011	ZIRAF, HARYANA
4.	Try Advertorial to overcome the challenges of commercial clutter	EXCEL INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY MANAGEMENT STUDIES- ISSN 2249 8834	2011	ZIRAF, HARYANA
5.	Building Financial Distress Prediction Model By means of Financial Ratios	INTERNATIONAL JOURNAL OF BUSINESS MANAGEMENT AND LEADERSHIP	2011	RESEARCH INDIA PUBLICATIONS, NEW DELHI
6.	Evaluation of the benefits and threats of Foreign Direct Investment in Indian Retailing	COMPETENCY BUILDING STRATEGIES IN BUSINESS & TECHNOLOGY	2011	MASILAMANI PATHIPPAGAM, CHENNAI
7.	Take care of the 3P's that will take care of your Business	USHUS JOURNAL OF BUSINESS MANAGEMENT	2010	CHRIST UNIVERSITY, BANGALORE

		ISSN 0975 3311		
8.	FDI in Indian Retailing: an overview	IMPACT OF FDI ON INDIAN ECONOMY ISBN: 978-81-7446-843-7	2010	EXCEL BOOKS, NEW DELHI
9.	Cash Flow is King	INTERNATIONAL JOURNAL OF BUSINESS AND FINANCE ISSN 0976-5891	2009	RESEARCH INDIA PUBLICATIONS, NEW DELHI
10.	Relevance of statement of cash flows for effective decision making	CURRENT TAXCOM NEWS RAJENG/2001/2686	2009	TAXCOM INDIA,
11.	Is it affordable to ignore the importance of Cash Flow Statement?	READERS SHELF RAJENG/2004/14700	2009	J.V. PUBLISHING HOUSE, JODHPUR
12.	Predictive Power of Cash Flow ratios in identification of Financial Distress	MANAGEMENT MATTERS TNENG/2003/12892	2009	LIBA, CHENNAI, INDIA
13.	Happy Internal Customers make delightful external Customers	FACTS FOR YOU ISSN 0970-2652	JULY 2009	EFY GROUP, BANGALORE
14.	Inevitability of 3 P's for sustainable development	READERS SHELF RAJENG/2004/14700	MAY 2009	J.V. PUBLISHING HOUSE, JODHPUR
15.	Try cash flow ratios for better evaluation of your business	CURRENT TAXCOM NEWS RAJENG/2001/2686	NOV 2008	TAXCOM INDIA,
16.	Business Ethics in Practice	USHUS JOURNAL OF BUSINESS MANAGEMENT ISSN 0975 3311	VOLUME- 2 June- Dec 2007	CHRIST UNIVERSITY, BANGALORE
17.	Internal Marketing- an 'Upskilling process' for the Internal Customers	MARKETING MASTERMIND ISSN 0972-5156	APRIL- 2007	ICFAI UNIVERSITY PRESS
18.	Inevitability of positioning in the present marketing scenario	INDIAN JOURNAL OF MARKETING	DECEMBER 2002	INDIAN JOURNAL OF MARKETING, NEW DELHI

CONFERENCE/ SEMINAR/ WORKSHOP, ATTENDED:

S. No	Theme	Place	International/ National/ State level	Year	Resource Person/ Paper Presentation/ Participation
1.	Competency Building Strategies in Business and Technology	Chennai	International	2011	Paper Presentation
2.	Entrepreneurship	Chennai	International	2011	Participation
3.	Consumer Protection	Chennai	National	2010	Participation
4.	Foreign Direct Investment	Chennai	National	2010	CONFERENCE DIRECTOR
5.	Financial Markets	Chennai	FDP	2009	Participation
6.	Question Bank in Commerce	Chennai	Workshop	2009	Participation
7.	Innovations	Chennai	International	2009	Participation
8.	Higher Education	Chennai	National	2008	Participation
9.	Global Business opportunities and Challenges	Chennai	International	2007	Participation
10.	Indian Banking	Chennai	National	2007	Participation
11.	Corporate Governance	Pondicherry	National	2006	Paper Presentation
12.	Autonomy	Chennai	National	2003	Participation

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