

## CURRICULUM VITAE

1. Name (in BLOCK LETTERS) : **Dr. M. ZAHEER AHMED**
  2. Father's Name : **Mukhtar Ahmed**
  3. Current Department & Designation : Assistant Professor of Commerce,  
Department of Commerce,  
Arignar Anna Government Arts  
and Science College,  
Karaikal – 609 605  
U.T of Puducherry  
**(Since 08.01.2018)**
  4. Educational Qualification : M.Com, PhD, ICWA-Inter Pass
  5. Date of First Joining in Government Service: **07-04-2005**
  6. First Appointment & designation  
in Government Service : Assistant Professor of Commerce,  
Avvaiyar Govt College for Women,  
Karaikal – 609602
  7. Date of Birth : 11.04.1969
  8. Gender : Male
  9. Marital Status : Married
  10. Nationality : Indian
  11. Address for Correspondence : Assistant Professor,  
Department of Commerce,  
Arignar Anna Government Arts and  
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  12. Permanent Address : No.41, Mustafa Kamal Street.  
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## ACADEMIC PERFORMANCE, TRAINING UNDERGONE & EXPERIENCE

### 1. Academic Qualification

Examination	Name of the Board/University	Year of Passing	% of marks obtained	Division/ Class/ Grade	Subject
<b>SSLC (X)</b>	Board of Sec. Education, Tamil Nadu	1984	68	I	Tamil, English, Maths, Science, History & Geography
<b>HSC (XII)</b>	Board of Higher Sec. Education, Tamil Nadu	1986	63	I	Tamil, English, Mathematics, Physics, Chemistry, Biology
<b>BA</b> (Corporate Secretary ship)	University of Madras, Chennai	1989	59	II	Corporate Secretary ship
<b>M.Com</b>	University of Madras, Chennai	1991	56	II	Commerce

### 2. Research Degrees:

Degrees	Title	Date of Award	University
<b>Ph.D.</b> (Commerce)	Economic and Strategic Marketing Factors influencing the Export Performance of Leather Units in Tamil Nadu	February, 2001 <b>(Highly Commended)</b>	University of Madras, Chennai, Tamil Nadu

### 3. Appointments held prior to joining this institution:

Designation	Name of Employer	Date of Joining Joining                      Leaving		Salary with Grade	Reason of Leaving
Head & Assistant Professor, Department of Management Studies	Vel Sri Rangarajan Sakunthala College of Multimedia (Engineering College), Avadi, Chennai-62, Tamil Nadu	05/09/2002	04/11/2003	Consolidated pay of Rs.12000/-	Met with Accident
Head & Assistant Professor, Department of Management Studies	Vel Sri Rangarajan Sakunthala College of Management and Science, Avadi, Chennai-62, Tamil Nadu	02/08/2004	05/01/2005	Consolidated pay of Rs 17000/-	Selected through UPSC Recruitment

**4. Period of teaching experience** : P.G. Classes (in years): **Three Years Eight Months**  
U.G. Classes (in years): **Fourteen years**

**5. Research Experience** excluding years spent in M.Phil./Ph.D.(in years) : Three Years

**6. Fields of Specialization** under the Subject / Discipline : (a) Finance (b) Marketing

**7. Refresher Courses attended:**

<b>Name of the Course</b>	<b>Place</b>	<b>Duration</b>	<b>Sponsoring Agency</b>
UGC Sponsored Research Methodology in Commerce & Management Studies (One Week)	UGC-HRDC, University of Kerala, Thiruvananthapuram	13 <sup>th</sup> March 2017 to 18 <sup>th</sup> March 2017	UGC-HRDC
UGC Sponsored Refresher Course in Educational Technology (Arts/ Sciences/ Humanities/ Commerce), Batch-10	Academic Staff College, University of Madras, Chennai	5 <sup>th</sup> February 2014 to 25 <sup>th</sup> February 2014	University Grants Commission (UGC)
UGC Sponsored Refresher Course in Commerce and Management, Batch – I	Academic Staff College, University of Madras, Chennai	25 <sup>th</sup> July, 2013 to 14 <sup>th</sup> August, 2013	University Grants Commission (UGC)
UGC Sponsored Orientation Course (General) – Batch 84	Academic Staff College, University of Madras, Chennai	14 <sup>th</sup> May 2008 to 10 <sup>th</sup> June 2008	University Grants Commission (UGC)

## **RESEARCH, SEMINARS AND OTHER PROFESSIONAL ACTIVITIES**

### **1. RESEARCH THESES/PROJECTS GUIDED**

<b>Course</b>	<b>Title</b>	<b>Duration</b>	<b>Remarks</b>
MBA	Financial Performance of a Public Sector Undertaking: A Study on M/S BHEL, Trichy	One year	Awarded
	Investor's Perception towards Indian Stock Market- with special reference to Karaikal, U.T of Puducherry	One year	Awarded
MPhil (Commerce)	A Study on the Customer Satisfaction Level of Net Banking Product Users	One year	Awarded
	Role of Women Entrepreneurs in Industrial Development in Chennai City	One Year	Awarded
	Comparative Analysis of Customer Relationship Management with respect to Recurring Account of SBI and ICICI	One year	Awarded
	Motivation and its Impact on Employees Productivity	One Year	Awarded
	Job Redesign and its impact on Employees Productivity in Hospitality Industry	One Year	Awarded

### **2. SEMINARS/CONFERENCES/SYMPOSIA/WORKSHOPS:**

#### **a. SEMINARS/CONFERENCES/SYMPOSIA/WORKSHOPS ETC., ORGANIZED:**

<b>Sl. No</b>	<b>Seminars/Workshops/ Conferences organized</b>	<b>Organised by</b>	<b>Period</b>
1.	Workshop on 'Census Data Dissemination'.	Acted as organizing committee member. Organized by Dept. of Commerce, AGCW and Directorate of Census Operations, Puducherry.	11.07.12
2.	Workshop on "Financial and Economic Sector Reforms" with the following issues "Banking Sector Reforms – Current Indian Scenario", "Foreign Direct Investment in Multi brand Retail Trade", "Mutual Fund Industry in India – Recent Developments" and "Banking in Education."	Acted as organizing committee member. Organized by the Dept. of Commerce and Economics	28.9.12
3.	Motivation on Self Employment by Mrs.Charumathi, Department of Management Studies & Placement Officer, Pondicherry University	Acted as organizing committee member. Organized by the Dept. of Commerce, AGCW, Karaikal	19.10.12
4.	Motivation Programme with Micro, Small and Medium Enterprises, Chennai, Mr.V.Rajaram, HRD Trainer gave motivation training to students on aspects of self-confidence, leadership, group behaviour etc.,	Acted as organizing committee member. Organized by the Dept. of Commerce, AGCW and MSME, Chennai	21.2.13
5.	Conducted Quiz competition, Drawing, Essay writing and Elocution both in English and Tamil for the BCom students.	Acted as organizing committee member. Organized by the Dept. of Commerce	26.2.13

6.	“Gearing up for Placement” by Dr.(Mrs.) Lalitha Ramakrishnan, Centre Head, Pondicherry University, Karaikal Campus.	Acted as organizing committee member. Organized by the Dept. of Commerce	4.3.13
7.	Developing Entrepreneurial Skills Among Commerce students with a Practical application One Day Business was organized.	Acted as organizing committee member. Organized by the Dept. of Commerce	4.4.13
8.	Awareness Programme on Disaster Management by National Disaster Response Force	Acted as organizing committee member. Organized by the Dept. of Commerce and National Disaster Response Force, Arakkonam	19.7.13
9.	Training given to students on Soft Skills for BPO's /CALL Centres Jobs with National Skill development programme	Acted as organizing committee member. Organized by the Dept. of Commerce and Pondicherry Multipurpose Social Service Society (PMSSS), Pondicherry.	21.1.14 To 20.2.14
10.	Training given to students on Soft Skills for BPO's /CALL Centres Jobs with National Skill development programme	Acted as organizing committee member. Organized by the Dept. of Commerce and Pondicherry Multipurpose Social Service Society (PMSSS), Pondicherry.	21.1.14 To 20.2.14
11.	Management Development Programme on Accounts Management using Tally ERP9 given to students of Commerce by MSME, Chennai.	Acted as organizing committee member. Organized by the Dept. of Commerce, AGCW and Micro, Small and Medium Enterprises, Chennai	27.1.14 to 31.1.14
12.	Awareness programme on General Banking with Mr.Dale Johnson and Mr.Loga Saravanan, Asst.Manager, Indian Overseas Bank Regional Office, Nagapattinam.	Acted as organizing committee member. Organized by the Dept. of Commerce and IOB, Nagapattinam	28.1.14
13.	Softskill programme by S.Krishnamourthy & Syed Nukman - Partner NDCS with RVS rise skills solution Pvt. Limited.	Acted as organizing committee member. Organized by the Dept. of Commerce, AGCW, Karaikal	6.2.14
14.	“Awareness on Employment Opportunities”. Mrs.Geetha, Employment Officer, Karaikal District gave Inaugural and Special Address	Acted as organizing committee member. Organized by the Dept. of Commerce and Tamil, AGCW, Karaikal	25.8.14

### 3. MEMBERSHIP IN VARIOUS BOARDS/ COMMITTEES/ EXAMINER SHIP HELD

COMMITTEES	
Particulars	Details
Panel Member in Lesson Writing for B.Com, M.Com, MBA, BA(CS) and BBA	Directorate of Distance Education, Pondicherry University and University of Madras
MBA and M.Phil Dissertations of various Colleges and Universities	Acted as a Supervisor and Guide for DDE of Indira Gandhi National Open University, Madurai Kamaraj University, Periyar University, Sikkim Manipal University, Allagappa University
Question Paper setter for B.Com	Periyar University
Examiner	Anna University in 2003 and for Pondicherry University in 2006
Observer for University Examinations	Pondicherry University at various intervals since the year 2007
Chief Superintendent	Indira Gandhi National Open University, Karaikal Center
Additional Superintendent	Pondicherry University Examination for April/May 2012

### 4. PUBLICATIONS & AWARDS RECEIVED

Subject/ Course	Main/ Co- Author	Units/Lessons Contributed	Publisher Name	Year of Publication
2nd year MBA	Co- Author	Marginal Costing – Basic Concepts; Marginal Costing and CVP Analysis; Marginal Costing and Decision – Making	DDE, Pondicherry University	2006
1.Management Accounting				
2. Business Policy		Purchase & Production Policies; Financial Policies; Capital Procurement and Distribution; Corporate Strategy; Alternative Strategy; Strategic Choice	ICE, University of Madras	2003
2nd Year MCom	Co- Author	Pricing Decision; Inventory Control; Replacement Decisions; Marketing Decisions; Cost Control	ICE, University of Madras	2003
1.Advance Cost Accounting				
2.Financial Services and Stock Exchange		Lease Financing; Lease Evaluation; Lease Account; Legal Aspects of Venture Capital; Credit Rating	ICE, University of Madras	2003
3.International Banking & Foreign Exchange		Sources of Funds; Capital Debt Issues; International Cash Management; Central Bank Requirement	ICE, University of Madras	2003
4.International Marketing		Global Markets and International Marketing; Identifying Foreign Markets; Export – Import Procedure and Documentation; Export Finance and Payment –I	ICE, University of Madras	2003

Business Statistics, 2nd Year BA (CS)	Compiled, written lessons	Business Statistics	ICE, University of Madras	1995
Personal Management and Industrial Relations, 3rd year BBA	Co-Author	Grievance Handling Procedure; Industrial Unrest; Industrial Disputes	ICE, University of Madras	1995

## 5. EXTRA-CURRICULAR AND EXTENSION ACTIVITIES

Universities/Institutions	Programmes/ Responsibility	Period	
		From	To
Avvaiyar Government College for Women, Karaikal	Verification Officer to Conduct Annual Physical Verification of Stores	2006	Till Date
Avvaiyar Government College for Women, Karaikal	Member in Advertising Committee for College Magazine	2008	Till Date
Avvaiyar Government College for Women Students Co-operative Stores Ltd., Karaikal	Secretary	21/04/ 08	30/07/10
Avvaiyar Government College for Women, Karaikal Partner Institute of IGNOU, New Delhi (PI Code: AGC 6002)	Member	16/07/09	31/06/10
Avvaiyar Government College for Women, Karaikal Partner Institute of IGNOU, New Delhi (PI Code: AGC 6002)	Coordinator	01/06/10	Till Date
Avvaiyar Government College for Women, Karaikal	In-Charge Principal	21/06/10	27/06/10
Kendriya Vidyalaya Sangatham, Kendriya Vidyalaya School, Karaikal	Vidyalaya Management Committee Member	31/08/10	Till Date
Avvaiyar Government College for Women, Karaikal	Anti – Ragging Squad Member	11/08/11	Till Date
Government of India Ministry of Information & Broadcasting Bharat Nirman Public Information Campaign	Represented our college and students to make aware of college activities and students participation in various cultural events at Karaikal	01/09/13	03/09/13
Avvaiyar Government College for Women, Karaikal	Coordinator, Entry into Services Scheme, UGC XIIth Plan for SC/ST/OBC/ Non-Creamy Layer	01/01/13	Till Date
Karaikal District Administration Avvaiyar Government College for Women, Karaikal	Coordinator, IAS Coaching for SC/ST/OBC/ Non- Creamy Layer	01/04/14	Till Date

Place:

Date:

(Dr. M. ZAHEER AHMED)