

# RESUME



**Name: Dr. S. JULIAN DANIEL**  
**Designation: Assistant Professor**  
**Department: BBA Maritime Logistics**  
**Address: 5/99, North Street, S.Kailasapuram, Thoothukudi District.**

## PERSONAL DETAILS

Date of Birth : 28/07/1991  
Qualification : M.Com., M.Phil., PhD., NET., SET.,  
Designation : Assistant Professor  
Department : BBA Maritime Logistics  
Community : BC  
Religion : Christian  
Nationality : Indian  
Mobile : 9600822082  
Email ID : greatjuli@gmail.com

## ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
PhD.,	Commerce	St. Xavier's College, Palayamkottai MS University	M.S. University, Tirunelveli	2021
M.Phil.,	Commerce	St. Xavier's College,	M.S.	2014

		Palayamkottai MS University	University, Tirunelveli	
M.Com.,	Commerce	NMSSVN College, Madurai MK University	MKU, Madurai	2013
B.Com (CA),	Commerce with Computer Applications	NMSSVN College, Madurai MK University	MKU, Madurai	2011

### ACADEMIC IDENTITY

*VIDWAN ID	550461
*ORCID ID	
*SCOPUS ID	
*RESEARCHER ID/ PUBLONS ID	
GOOGLE SCHOLAR LINK	

### TEACHING EXPERIENCE

<b>Date of Appointment</b>	19/06/2024
<b>Date of Retirement</b>	27/07/2051
<b>Teaching Experience</b>	UG 7 years and 1 month
	PG
	M.Phil.
<b>Research</b>	Guided M Phil: Guided Ph D: Guiding Ph Scholar:

COURSES/CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		Years
		From	To	
B.Com Financial Accountancy, Research Methodology, Financial Management, Capital Market	Christ Arts and Science College, Kilacherry	16/06/2014	30/04/2015	10 Months
B.Com (CA) Income Tax Law and Practice, Management Accounting, Cost Accounting, C	N.M.S.S.V.N College, Madurai	18/06/2015	09/03/2017	1 Year 8 Months

Language, Business Correspondence				
<b>B.Com</b> Corporate Accounting, Advanced Accounting, Logistics, Capital Market, Financial Accounting, Business environment, Business Mathematics, Business Statistics, Entrepreneurial Development, Cost Accounting, Management Accounting, Business Correspondence	Bishop Caldwell College, Maravanmadam	17/06/2019	13/05/2023	3 Years 10 Months
<b>BBA (ML)</b> Accounting for Managers, Introduction to Maritime Logistics, Professional Etiquette, Port Terminal Management, Warehouse Management, Fundamentals of Logistics	St.Xavier's College, Palayamkottai	19/06/2023	10/04.2024	9 Months
<b>BBA (ML)</b> Freight Forwarding, Coastal and Inland Water Transportation, Maritime Supply Chain, Life Coping Skills	St.Xavier's College, Palayamkottai	19/06/2024	Till Date	1 month

### AWARDS RECEIVED

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### ADMINISTRATIVE EXPERIENCE

S. No	DESIGNATION	INSTITUTIONS	YEAR
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<b>MEMBERSHIP</b>		
<b>S. No</b>	<b>Designation</b>	<b>Particulars</b>
1.		

**ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE ()**

<b>S. No</b>	<b>Name of the Training</b>	<b>Name of the Sponsoring Agency</b>	<b>Place and Date</b>
1	Faculty Development Programme	N.M.S.S.V.N. College, Nagamalai	Madurai – 01/04/2016
2	Entrepreneurship Orientation Programme	EDII, Ahmedabad and Wales Academy, Madurai	Wales Academy, Madurai – 16 & 17 / 07/2016
3	Orientation Programme for Teachers	IQAC, St.Xavier's College, Palayamkottai	St. Xavier's College, Palayamkottai - 16 <sup>th</sup> & 17 <sup>th</sup> June 2023.
4	Faculty Empowerment Programme - 01 "Mentoring System & Teacher Students Relationship"	IQAC, St.Xavier's College, Palayamkottai	St. Xavier's College, Palayamkottai - 22.07.2024
5	Orientation Programme for the Newly Recruited Faculty Members	IQAC, St.Xavier's College, Palayamkottai	St. Xavier's College, palayamkottai – 29/062024 & 06/07/2024

**DETAILS OF RESEARCH WORK**

<b>Research Stages</b>	<b>Title of the Thesis</b>	<b>University where the work was carried out</b>
PhD	A STUDY ON THE ATTITUDE AND PERCEPTION OF CUSTOMERS TOWARDS SHOPPING MALLS IN TAMILNADU	M.S. University, Tirunelveli

**AREAS OF RESEARCH**

Commerce, Management, Attitude of Customers, Perception of Customers

**RESEARCH PROJECTS CARRIED OUT**

S. No	Title of the Project (Minor)	Name of the Funding Agency & Amount	Duration

PUBLICATIONS				
BOOKS	BOOK CHAPTERS	SCOPUS	WEB OF SCIENCE	UGC LISTED
	5			
OTHER INDEXED	AS A RESOURCE PERSON	PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS	WEBINARS, SEMINARS, WORKSHOPS ATTENDED	
7	5	17	15	

PUBLICATIONS: BOOKS ()			
S. No	Title of the Book	Publication	Year

BOOK CHAPTERS (5)			
S. No	Title of the Paper	Name of the Book	ISSN No., Pg.No
1	An Empirical Study on CRM in TMB Limited with Special Reference to Thoothukudi	Emerging Issues in Service Marketing	978-81-923975-9-7 pp.192-197
2	Perception of St.Xavier's college students on the Negative Impact of Facebook	Socio-Economic and Cultural Implications for Social Networking Sites on Youth	978-81-92288-27-7 pp.109-113
3	A Study on the growth of Tax Saving Mutual Funds and its Performance level	Applied Research in Commerce and management	978-93-80767-38-3 pp.59-61
4	A Study on the attitude of the students towards Entrepreneurship in St.Xavier's college.	Entrepreneurship and Socio-Economic Development	978-81-928901-0-4 pp.44-49
5	A Study on TQM of Arts and Science Colleges in Thoothukudi District	Emerging Trends in Indian Service Sector in the Global Context	978-93-5300-289-3 pp.50-55

PUBLICATIONS: SCOPUS INDEXED JOURNALS () WEB OF SCIENCE ()			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No

PUBLICATIONS: UGC LISTED JOURNALS ()			
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S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No

<b>PUBLICATIONS: OTHER INDEXED JOURNALS (7)</b>			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor &Pg.No
1	A Study on Shopping Mall Customer Decision Making Style: a special reference to Students of Arts colleges in Thoothukudi Corporation.	Journal of Emerging Technologies and Innovative Research	ISSN 2349-5162 Volume 6, Issue 2 pp.1021-1027
2	Shopping Malls and Entrepreneurship Development: Insights on the Display of Entrepreneurial Products through Shopping Malls in Thoothukudi District.	Suraj Punj Journal for Multidisciplinary Research	ISSN 2394-2886 Special Issue Impact Factor: 6.1 pp.74-78
3	Attitude of Investors towards Investments and Knowledge: A Study Pertaining to Non-institutional Investors in Thoothukudi	Intercontinental Journal of Finance Research Review	ISSN 2321-0354 Volume 2, Issue 8 Impact Factor: 0.604 pp.22-33
4	Attitude of Christ College Students towards Entrepreneurship	Xaverian Journal of Marketing	ISSN 2278-6562 Volume 14, Special Issue pp.42-49
5	Changing Marketing Situations: Implications for Traditional Entrepreneurs of Readymade Garments with Special reference to Puthiamputhur, Thoothukudi District.	The International Journal for Economics and Business Management	ISSN 2250-2750
6	The Factors Hinder the Entrepreneurs to Influence their Children to Become Entrepreneurs – A Study Pertaining to Readymade Garments in Puthiamputhur, Thoothukudi District.	Xaverian Journal of Marketing	ISSN 2278-6562 Volume 14, Special Issue pp.68-74
7	A Study on Attitude and Perception of Customers towards shopping malls in Thoothukudi District	Pune Research Times	ISSN 2456-0960 Volume 3, Issue 1 pp.01-11

<b>AS A RESOURCE PERSON (5)</b>			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	New Text Book Training for PG Teachers -2019	District Institute of Education and Training, Vanaramutti, Thoothukudi District	VOC B.Ed College, Thoothukudi 03/07/2019

2	Three Day Workshop on Data Analysis using SPSS	PG and Research Department of Commerce, A.P.C. Mahalaksmi College for Women, Thoothukudi	A.P.C. Mahalaksmi College for Women, Thoothukudi 25 to 27 / 08/2022
3	Three Day Workshop on Applications of SPSS in Social Science Research	PG and Research Department of Commerce, Kamaraj College, Thoothukudi	Kamaraj College, Thoothukudi 13, 20 & 27 / 03/2021
4	Statistical Analysis and Interpretation of Biological Data using SPSS	PG and Research Department of Zoology, St.Mary's College, Thoothukudi	St.Mary's College, Thoothukudi 23/09/2023
5	Two Day Hands on Training on SPSS for Scholars and PG Students	PG and Research Department of Commerce, St.Mary's College, Thoothukudi	St.Mary's College, Thoothukudi 28 & 29 /10/2022

<b>WEBINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP</b>			
<b>PAPER PRESENTED: National (12) International (5)</b>			
<b>S. No</b>	<b>Name of the Event</b>	<b>Name of the Sponsoring Agency</b>	<b>Place and Date</b>
1	International seminar on “Financial Markets : Issues and Challenges”	UGC and Department of Commerce and Financial studies, Bharathidasan University, Trichy.	Bharathidasan University, Trichy. 4 & 5 / 01 / 2014
2	International conference on “Innovations and Modern Practices in Global Business Management”	Department of PG and Research Department of Commerce, St. John's College, Palayamkottai.	St. John's College, Palayamkottai 1 / 03/ 2018
3	international conference on “An Entrepreneurship: the Panacea for India's Economic Growth”	Department of PG and Research Department of Commerce, St. Xavier's College, Palayamkottai.	St. Xavier's College, Palayamkottai 26/07/2018
4	International conference on the topic “Recent Trends in Multi-Disciplinary Research”	APC Mahalakshmi College for Women, Thoothukudi	APC Mahalakshmi College for Women, Thoothukudi 20 & 21 / 12/2018
5	International conference on ‘Emerging Trends in Banking, Insurance and International Trade’	UGC and Research Department of Commerce, Thiagarajar College, Madurai in association with Insurance Institute of India, Mumbai	Thiagarajar College, Madurai 27 & 28 / 03/2019
6	UGC Sponsored national seminar on Financial Inclusion	UGC and Department of Commerce, St. Xavier's College, Palayamkottai in Collaboration with SBI-SXC Branch	St. Xavier's College, Palayamkottai 09 & 10 /02/ 2012

7	National seminar on Emerging Issues in Services Marketing	Department of Commerce(Shift II), St. Xavier's College, Palayamkottai.	St. Xavier's College, Palayamkottai 27/09/2013
8	National seminar on Emerging Trends in Indian Corporate Sector	Department of Corporate Secretaryship, St. Xavier's College, Palayamkottai.	St. Xavier's College, Palayamkottai 20/01/2014
9	National Seminar on Marketing in Dynamic Business Environment	Department of Business Administration, St. Xavier's College, Palayamkottai.	St. Xavier's College, Palayamkottai 29/01/2014
10	National seminar on Socio-Economic and Cultural Implications of Social Networking Sites on Youth	ICSSR and PG & Research Department of Commerce(Shift I), St. Xavier's College, Palayamkottai	St. Xavier's College, Palayamkottai 6 & 7 / 02/2014
11	National conference on Entrepreneurship and Socio-Economic Development	XIBA, Palayamkottai	XIBA, Palayamkottai 12 & 13 / 02/2014
12	ICSSR Sponsored National seminar on Economic Transformation through Entrepreneurship	ICSSR and PG and Research Department of Commerce, St. Joseph's College, Tiruchirappalli	St. Joseph's College, Tiruchirappalli 21 & 22 /01/2019
13	ICSSR Sponsored National seminar on Economic Transformation through Entrepreneurship	ICSSR and PG and Research Department of Commerce, St. Joseph's College, Tiruchirappalli	St. Joseph's College, Tiruchirappalli 21 & 22 /01/2019
14	ICSSR Sponsored National seminar on Economic Transformation through Entrepreneurship	ICSSR and PG and Research Department of Commerce, St. Joseph's College, Tiruchirappalli	St. Joseph's College, Tiruchirappalli 21 & 22 /01/2019
15	National Seminar on Contemporary E-Commerce Practices and their Implications for Economic Development	Department of B.Com Corporate Secretaryship, St.Xavier's College, Palayamkottai	St. Xavier's College, Palayamkottai 28/02/2020
16	National Seminar on Emerging Trends in Indian Services Sector in the Global Context	PG and Research Department of Commerce, G.Venkataswamy Naidu College, Kovilpatti	G.Venkataswamy Naidu College, Kovilpatti 02/03/2018
17	ICSSR Sponsored National Seminar on Women Empowerment and the Role of Self-Help Groups	ICSSR and PG Department of Social Work, St.Xavier's College, Palayamkottai	St.Xavier's College, Palayamkottai 01/03/2014

### WEBINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP

**ATTENDED: (15)**

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	UGC Papamarsh Scheme National Seminar on "Assessment of Higher Education Quality and Role of	UGC and IQAC, V.O.C. College, Thoothukudi	V.O.C. College, Thoothukudi



	<b>IQAC”</b>		12&13 / 03/2021
2	National Seminar on <b>“Digital Marketing”</b>	Department of Commerce, Bishop Caldwell College Maravanmadam, Thoothukudi	Bishop Caldwell College Maravanmadam 23/03/2019
3	UGC Sponsored National seminar on <b>“Innovative marketing Techniques”</b>	UGC and PG and Research Department of Commerce, N.M.S.S.V.N College, Madurai	N.M.S.S.V.N College, Madurai 18/03/2014
4	UGC Sponsored national seminar on <b>“Reforms in Indian Taxation”</b>	UGC and Department of Commerce, Pope’s College, Sawyerpuram	Pope’s College, Sawyerpuram 25/01/2019
5	state level seminar on <b>“Green Marketing – Strategies and Opportunities”</b>	UGC and PG and Research Department of Commerce, N.M.S.S.V.N College, Madurai	N.M.S.S.V.N College, Madurai 19/03/2012
6	UGC sponsored workshop on <b>“Research Methodology and the Application of Tools of Analysis”</b>	UGC and PG & Research Department of Commerce, St. Xavier’s College, Palayamkottai	St. Xavier’s College, Palayamkottai 05 to 07 / 01/2010
7	UGC sponsored workshop on <b>“Statistical Package-SPSS”</b>	UGC and St. Xavier’s College, Palayamkottai	St. Xavier’s College, Palayamkottai 31/03/2012
8	workshop on <b>“ Application of SPSS for Data Analysis”</b>	PG & Research Department of Commerce, Mannar Thirumalian Naicker College, Madurai	Mannar Thirumalian Naicker College, Madurai 29 & 30 /10/2012
9	UGC sponsored workshop on <b>“Research Methodology and the Application of Tools for Analysis (SPSS)”</b>	UGC and PG & Research Department of Commerce, St. Xavier’s College, Palayamkottai.	St. Xavier’s College, Palayamkottai. 28/03/2015
10	ICSSR sponsored Ten Days workshop on <b>“ Research Methodology &amp;SPSS in social Science”</b>	ICSSR and Department of Commerce, MS University, Tirunelveli	MS University, Tirunelveli 12 to 21 / 02/2018
11	one day Workshop on <b>“Assessing Outcome Based on Revised Bloom’s Taxonomy”</b>	Department of Education, M.S. University, Tirunelveli	MS University, Tirunelveli 30/08/2022
12	UGC sponsored workshop on <b>“ ICT enabled Teaching-Learning through Smart Class Room Facility”</b>	UGC and St. Xavier’s College, Palayamkottai	St. Xavier’s College, Palayamkottai 27/09/2011
13	a workshop on <b>“ E-Resources &amp; Free Resources for Research”</b>	Department of Library, St. Xavier’s College, Palayamkottai	St. Xavier’s College, Palayamkottai 7/10/2013
14	workshop on <b>“ Writing Skills”</b>	Xavier Institute of Business Administration(XIBA), Palayamkottai	XIBA, Palayamkottai 28/03/2014
15	workshop on <b>“ Impact of GST Implications in India”</b>	Department of Commerce, Bishop Caldwell College, Maravanmadam	Bishop Caldwell College, Maravanmadam 29/10/2018

**COUNTRIES VISITED**

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**EXTRA-CURRICULAR ACTIVITIES/ CO-CURRICULAR ACTIVITIES  
ATTENDED(NCC/NSS/YRC/SPORTS/LITERARY AND CULTURAL ACTIVITIES)**

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**Date: 22/07/2024**

**Name: Dr. S. JULIAN DANIEL**