

**Name** : Dr. V.T. Dhanaraj  
**Staff ID** : RCAS00071  
**Designation** : Head & Associate Professor  
**Department** : Commerce  
**Experience** : 14 Years 7 Months  
**Qualification** : M.SC (FCA) M. Com (CA),, M. Com., Ph. D  
**Specialization** : Finance  
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### ACADEMICS

Degree	Branch	Institution / University	Year of Completion
B. Com	Commerce	Gobi Arts and Science College	2003-2026
M. Sc (FCA)	Commerce	School of Commerce - Bharathiar University	2006-2008
M.Com (CA)	Commerce	Bharathiar University	2008-2010
M.Com (CA)	Commerce	Bharathiar University	2010-2011
Ph. D	Commerce	School of Commerce - Bharathiar University	2011

### RESEARCH AND PUBLICATIONS

#### GRANTS

Title	Agency	Amount	Year	Status
Consumer Brand Awareness & Intention of FMCG Products (With Special Reference to Rural-Urban Hhs of Erode District of Tamil Nadu).	UGC Minor Research Project	1,35,000	2016	Completed
Effective Implementation of Activity Based Cost Management (ABCm) Practices by Manufacturing Companies in South India	UGC Minor Research Project Fellowship	6,40,000	2008-2011	Completed

### SEED MONEY

Title	Institution	Amount	Year	Status
The Impact of Fintech Innovations on Customer Perception and Satisfaction in Public and Private Sector Banks: A Study of Rural and Semi-Urban Areas in the Coimbatore Region	Rathinam College of Arts and Science	25000	2025	Completed

## GUIDANCE

Program	No. of Scholars	
	Completed	Pursuing
<b>Ph. D.</b>	<b>8</b>	<b>6</b>
<b>M. Phil.</b>	<b>12</b>	-

## Journal Publications

**Dr. V.T. Dhanaraj, Varsha, Mohanapriya (2022)** A Study on Investors Behavior in Selection of Portfolio Risk Return Analysis of Selected Mutual Fund Schemes (With Special Reference to Coimbatore District in Tamil Nadu), Volume 6, Issue 4,

**Dr V.T Dhanaraj (2018)** A Study on Challenges and Opportunities of Entrepreneurs in Micro, Small and Medium Enterprises (MSME), Central European Management Journal, 30(4),2282–2290.<https://doi.org/10.57030/23364890.cemj.30.4.241> June-2017 DOI: <https://doi.org/10.57030/23364890.cemj.30.4.241> 2017, Scopus Indexed.

**Dr V.T Dhanaraj (2018)** Consumer Behaviour and Attitude towards Online Shopping, May-2018Factor: 5.255, ISSN (Online): 2456 – 3080, Volume I, Issue I, [www.dvpublications.com](http://www.dvpublications.com) 2016.

**Dr V.T Dhanaraj (2018)**, Brand Awareness Brand Preference Rural Consumers Towards (FMCG) (With Special Reference to Rural- Urban Hhs of Erode District of Tamil Nadu), journal of Management (JOM), Research Bib, Oct 2018, Vol. 5, No. 6.

**Dr V. T Dhanaraj (2022)** Rural- Urban Hhs of Erode District of Tamil Nadu, Vol.5, No. 6. Effective Implementation of Green Supply Chain Management (GSCM) Practices in Three Southern States Manufacturing Companies in India. Vol .34 ,Issue11.

**Dr V. T Dhanaraj** A Study on Consumer Brand Awareness of Fast-Moving Consumer Goods (FMCG), Journal of Information and Computational Science, DOI:10.12733.JI CS.2020.V10I10.535569.150092021.

**Dr V.T Dhanaraj** Effective Implementation of Green Supply Chain Management (GSCM) Practices in Three Southern States Manufacturing Companies in India, International Journal of Management and Humanities (IJMH), ISSN: 2394-0913, Mar 2022, Vol. 2, Issue 1

**Dr V. T Dhanaraj** A Study on Consumer Brand Awareness of Fast-Moving Consumer Goods (FMCG) Journal of Information and Computational Science, 2021[DOI: 10.12733.JICS.2020.V10I10.535569.15009]

**Dr V.T Dhanaraj** Consumer Brand Awareness of Fast-Moving Consumer Goods (FMCG), NOLEGEIN – Journal of Consumer Behavior & Market Research, ISSN: 2581-4400, 2022

**Dr V.T Dhanaraj** Customer Satisfaction and Perception towards Service Quality by using Fuzzy Multi Criteria Decision Making Model (FMCDM), Central European Management Journal, Vol. 30, No. 4, 2022, pp. 2276–2281 [DOI: 10.57030/23364890.cemj.30.4.240]

**Dr V.T Dhanaraj** A Study on Challenges and Opportunities of Entrepreneurs in Micro, Small and Medium Enterprises (MSME) Central European Management Journal, April 2022 [DOI: 10.57030/23364890.cemj.30.4.241]

**Dr V.T Dhanaraj** Measuring the Factors Influences of Online Shopper towards E-Commerce Shopping Decision Making, Central European Management Journal June 2022 [DOI: 10.57030/23364890.cemj.30.4.242]

### **Book Chapters**

**Varsha V, Dr. V. T. Dhanaraj** (2023) Research Paradigms Models in Instructive Settings, Technology for Education and Employment,

### **Books**

**Dr V.T Dhanaraj Change Management for Goal Setting** –ISBN: 978-93-82570-08-0 Printed and Published by Hikey Media 14/2, Rakkiyappa Street, Mylapore, Chennai-600004 and Tamil Nadu, India.

**Dr V. T Dhanaraj Rapid Changes in Worldwide Business Patterns**–ISBN: 978-93-84234-83-6 Printed and Published by Laser Park Publishing House, D. No. 115/1, M.G. Colony, Vadavalli, Coimbatore, Tamil Nadu, India.

**Dr V. T Dhanaraj Business Innovation Through Technological Advancement** ISBN: 978-81-941015-0-5 Printed and Published by Laser Park Publishing House, D. No. 115/1, M.G. Colony, Vadavalli, Coimbatore, Tamil Nadu, India.

**Dr V. T Dhanaraj E-Business Strategies and Opportunities for Sustainable Growth – A Global Perspective** (ICBS-2020) ISBN: 978-93-84234-83-6 Printed and Published by Laser Park Publishing House, D.No. 115/1, M.G. Colony, Lingoor Road, Vadavalli, Coimbatore, Tamil Nadu, India.

**Ms Varsha V, Dr. V.T. Dhanaraj** (2024) Marketing Mastery in the Digital Age, Amazon DirectPublication.[https://www.amazon.in/Marketing-Mastery-Digital-Varsha-V-ebook/ dp/B0DNNV3G7QQ](https://www.amazon.in/Marketing-Mastery-Digital-Varsha-V-ebook/dp/B0DNNV3G7QQ).

**Dr. V.T. Dhanaraj, Dr. N. Shanmugavadivu (2024)** Entrepreneurship, Amazon Direct Publication,  
[https://www.amazon.in/s?k=Dr.V.T.Dhanaraj+%2C+Dr.N.Shanmugavadivu+282024%29+Entrepreneurship&i=digitaltext&qid=1DAC8GIEE2T8Z&sprefix=dr.v.t.dhanaraj+%2C+dr.n.shanmugavadivu+2024+entrepreneurship+%2Cdigitaltext%2C228&ref=nb\\_sb\\_nos](https://www.amazon.in/s?k=Dr.V.T.Dhanaraj+%2C+Dr.N.Shanmugavadivu+282024%29+Entrepreneurship&i=digitaltext&qid=1DAC8GIEE2T8Z&sprefix=dr.v.t.dhanaraj+%2C+dr.n.shanmugavadivu+2024+entrepreneurship+%2Cdigitaltext%2C228&ref=nb_sb_nos)

**Ms. Varsha, Dr. V.T. Dhanaraj** (2025) Cost Accounting, wordsswiggle, [https:// www.amazon.in/dp/B0FCSC1ZL7](https://www.amazon.in/dp/B0FCSC1ZL7)

### Proceedings

**Dr V.T. Dhanaraj1, V. Vetrivel 2, V. Varsha3** (2022) Customer Attitude and Satisfaction Towards Investment in Select Life Insurance Corporation (with Special Reference to Coimbatore City in Tamil Nadu), Volume 5, Issue 1, 2022, ISSN: 2581-7779, DOI (Journal): 10.37591/NJCBL.

### PRESENTATIONS

	State Level	National	International
<b>Conference</b>	47	59	21
<b>Seminar</b>	12	21	17

### PARTICIPATION

	State Level	National	International
<b>Conference</b>	26	24	14
<b>Seminar</b>	14	10	17
<b>Workshop</b>	05	03	07
<b>Orientation</b>	04	05	07
<b>FDP/PDP</b>	15	23	21

### CONSULTANCY

Nature of Consultancy	Client	Amount	Status
Stock Audit at L&T Defence Division	L&T Defence Division with Venster School of Excellence India Private Limited	53,300/-	<b>Consultancy Report Submitted</b>

### AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Achiever Award	TNGSTPA	2023
Venster Audit Training	Venster School of Excellence India Private Limited	2024
Golden Guru	GRT Jewellers, Coimbatore	2025
Achiever Award	TNGSTPA	2023
Best Faculty Award	TNGSTPA	2025