

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
Ph. D.	8	6
M. Phil.	12	-

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.dvpublication.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/B0DNV3G7QQ>.

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&crd=1DAC8GIEE2T8Z&srefix=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
Conference	47	59	21
Seminar	12	21	17

PARTICIPATION

	State Level	National	International
Conference	26	24	14
Seminar	14	10	17
Workshop	05	03	07
Orientation	04	05	07
FDP/PDP	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/-	Consultancy Report Submitted

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