

**Name** : Mr. R. Ajithkumar  
**Staff ID** : RCAS03312  
**Designation** : Assistant Professor  
**Department** : Commerce  
**Experience** : 3 Years 2 Months



**Qualification** : MBA

**Specialization:** Human Resource Management and Marketing Management

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### ACADEMICS

Degree	Branch	Institution / University	Year of Completion
MBA	HR & Marketing	Anna University Regional Campus, Coimbatore	2020
B.Com CA	Computer Application	KG College of Arts and Science, Coimbatore	2017

### RESEARCH AND PUBLICATIONS

#### SEED MONEY

Title	Institution	Amount	Year	Status
A Study on Challenges and Opportunities of Entrepreneurs in Micro, Small and Medium Enterprises (MSME) in Coimbatore District of Tamil Nadu.	Rathinam College of Arts and Science	25,000	17.10.2023	Completed

#### Journal Publications

Ajithkumar R. (2023) A comparative study on cause and consequent effect relationship of liquidity- profitability analysis of select fast-moving consumer goods (fmcg) sector in India with reference to household & personal products". ISSN: 0387-5695, ISSN: 0387-5695 Vol. 75 No. 2

Ajithkumar R. A study on financial performance of prospect selects steel industry in India"- Kanpur Philosophers International Journal of humanities, Law and Social Sciences, ISSN 2348-8301

#### Book Chapters

Ajithkumar R. A Study on Digital Payment System with special reference to Youth Electronic Money and Financial Management. The Words wiggle Publication. Pg No-221-22. ISBN: 978-93-49882-27-0

Ajithkumar R. "New paradigms in management and social science-Innovation Analysis in Organization", Vivekanandha College of Arts and Sciences for Women [Autonomous], Tiruchengode, Pg No-247-251. ISBN: 978-93-5813-508-4

Ajithkumar R. "An Analysis of Payment Systems Using Biometric Authentication Technologies", The Future of Digitalization, Words wiggle Publication. Pg No-93-98, ISBN :978-93-49882-13-3

### **Books**

Ajithkumar R. Human Resource Management. First book publishing. 2024. ISBN: 9789392151484

### **Proceedings**

Ajithkumar R "A study on role of artificial intelligence in e-commerce"- In Artificial Intelligence in Science, Technology, Commerce, Management, Healthcare and Education. CIIT Publishers. ISBN: 9789361261909

Ajithkumar R. "A Strategic Framework for Customer Relationship Management with Artificial Intelligence". Proceedings of the International Conference on Artificial Intelligence in Business Management (ICAIBM-2024). ISBN: 978-93-340-2610-8

### **PRESENTATIONS**

	<b>State Level</b>	<b>National</b>	<b>International</b>
<b>Conference</b>	1	1	1
<b>Seminar</b>	-	1	-

### **PARTICIPATION**

	<b>State Level</b>	<b>National</b>	<b>International</b>
<b>Conference</b>	5	3	2
<b>Seminar</b>	2	2	-
<b>Workshop</b>	2	2	-
<b>FDP/PDP</b>	13	15	3

### **Events Organized**

Organized the International Conference on Artificial Intelligence in Business Management (ICAIBM) held on 7th March 2024.