

**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**

**Mail ID : ajithkumar.cm@rathinam.in**



### **ACADEMICS**

<b>Degree</b>	<b>Branch</b>	<b>Institution / University</b>	<b>Year of Completion</b>
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**

<b>Title</b>	<b>Institution</b>	<b>Amount</b>	<b>Year</b>	<b>Status</b>
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**

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

### **PARTICIPATION**

	State Level	National	International
<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.