

**Name** : Dr. N. Rajendran  
**Staff ID** : RCAS05051  
**Designation** : Associate Professor & Head  
**Department** : Commerce  
**Experience** : 17 years  
**Qualification** : M.Com., M. Com (CA), M.Phil., PGDCA., Ph.D.  
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### ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph.D	Commerce	Chikkanna Govt arts college, Tirupur.	February 2018
M.Com CA	Commerce with Computer Application	Bharathiar University	May 2016
M.phil	Commerce	Alagappa University	April 2008
M.Com	Commerce	RVS College of Arts & Science , Sulur.	April 2006
B.Com.	Commerce	RVS College of Arts & Science , Sulur.	April 2004

Diploma / Certification	Specialization	Institution / University / Agency Name	Year of Completion
PGDCA	Computer Application	Alagappa University	May 2007

### SEED MONEY

Title	Institution	Amount	Year	Status
<b>Challenges of Knitwear Sector: Decline in Exports and Rising Costs Threatening Economic Stability for Businesses and Workers with Special Reference to Tirupur City.</b>	Rathinam College of Arts and Science, Coimbatore	30,000	2024-25	Summited

## Journal Publications

- Rajendran, N. (2015). A study on the socio-economic status of migrants of Tirupur District (Jan–March 2015). *International Journal of Business and Administration Research Review*.
- Rajendran, N. (2016, August). A study on the export performance of first quality knitted garments Tirupur. *International Journal of Engineering Research and Modern Education*, 1(2), 41–48.
- Rajendran, N. (2016, October). Fund borrowing practices by small and medium scale enterprises by Tirupur knitwear industry. *Indian Journal of Engineering Research, Commerce, Management, Engineering and Applied Science*.
- Rajendran, N. (2020). Performance evaluation, comparative analysis and factors influencing the efficiency of district central cooperative banks: A study with reference to southern states of India. *International Journal of Business and Administration Research Review*, 7(4), 69–78.
- Rajendran, N. (2022). A study on the savings pattern of the employees working in Lucky Knitting Mills, Tirupur. *Journal of Fundamental & Comparative Research*, 8(1), 114–123.
- Rajendran, N. (2023). Generation Y and Z: A comparative study on the work values, attitude and work performance of employees with special reference to Malappuram District. *Journal of the Oriental Institute*, 72(4, No. 18), 115–125. ISSN 0030-5324.
- Rajendran, N. (2023). Exploring the influence of personality traits on sustainable investment decisions among bank employees. *Journal of the Oriental Institute*, 72(4), 126–140.
- Rajendran, N. (2024). Impact of mobile learning on employee skill acquisition and retention among IT professionals with reference to Calicut district. *Journal of the Oriental Institute*, 72(5), 103–113.
- Rajendran, N. (2024). Barriers faced by women towards their economic empowerment with reference to Kannur district. *Journal of the Oriental Institute*, 72(5), 125–139.
- Rajendran, N. (2024). Consumer awareness and understanding of the digitalization of Indian economy with reference to Kozhikode district. *Journal of the Oriental Institute*, 72(5), 92–102. ISSN 0030-5324..
- Rajendran, N. (2024). Consumer awareness towards electric vehicles with reference to Kozhikode district. *Journal of the Oriental Institute*, 72(5), 62–72. ISSN 0030-5324

- Rajendran, N. (2025). Digital drift and consumer behavior in Coimbatore. *International Journal of Research and Analytical Reviews (IJRAR)*, 12(3), 764–773. E-ISSN: 2348-1269, P-ISSN: 2349-5138.
- Rajendran, N. (2025). Up-skilling and engagement: Infosys case study in digital era. *International Journal of Research and Analytical Reviews (IJRAR)*, 12(3), 774–779. E-ISSN: 2348-1269, P-ISSN: 2349-5138.

### Books

- Dr. N. Rajendran Taran Publication. (2022). *Marketing management*. New Delhi: Taran Publication. ISBN 978-93-923134-3-1.
- Dr. N. Rajendran., Charulatha Publications. (2024). *Financial service*. Chennai: Charulatha Publications. ISBN 97-93-6260-033-2

### PRESENTATIONS

	State Level	National	International
Conference	2	-	-
Seminar	3	5	2

### PARTICIPATION

	State Level	National	International
Conference	2	1	2
Seminar	2	4	2
Workshop	9	2	-

### AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Golden Gurus	GRT Jewellers	July 2025
Best Faculty Awards – Assan Utsav 2024-25	Rathinam College of arts and Science	April 2025
Best Faculty Awards	TNGSTPA ICP Professional Academy	February 2025
Park Golden Jubilee Teachers Award 2023 – Inspirational Teacher	Park Institutions, Coimbatore	September 2023
Recognition for Long term service	Park's College (Autonomous) Tirupur	March 2023