

D.D.G.D. VAISHNAV COLLEGE (AUTONOMOUS)

1	Name	Dr. HARIDAYAL SHARMA
2	Designation	Assistant Professor
3	Department	P.G. & Research Department of Commerce
4	Employee Id	752317
5	Date of Birth	03/06/178
6	Gender	Male
7	Date of Appointment in this institution	03/07/2000
8	Experience in this institution	22 Years
9	Official Mail Id	haridayalsharma@dgvaisnavcollege.edu.in
10	Blood Group	O+

11 EDUCATION DETAILS (from highest qualification):					
S.No	Degree	Institution	University	Year of study	Grade/Class
1	Ph.D	Alagappa University	Alagappa University	2007	NA
2	SET	Bharathiar University	Bharathiar University	2006	NA
3	M.Phil	DDGDVC	University of Madras	2001	NA
4	M.Com	DDGDVC	University of Madras	2000	I
5	M.B.A	IGNOU	IGNOU	2004	I
6	M.F.M	Annamalai University	Annamalai University	2002	I

12 Details of ORIENTATION/REFRESHER COURSES attended:				
S.No.	Orientation/ Refresher	University/Institution	Duration	Date (from-to)
1	Orientation	University of Madras	28 Days	01/02/2013 to 28/02/2013
2	Refresher	University of Madras	21 Days	09/05/2013 to 29/05/2013
3	Refresher	University of Madras	21 Days	04/08/2015 to 24/08/2015
4	Refresher (online)	TLC, Ramanujan College, University of Delhi, Under PMMMNMTT, Govt. of India	14 Days	08/03/2021 to 22/03/2021

13 Details of SEMINARS, CONFERENCES, WORKSHOPS, FDPs etc. attended: (last 5 years)					
S.No	Type (Regional/National/International)	Theme (Workshop/Conference/Seminar/FDP)	Organized by	Duration	Date
1.	National	Innovation & Acquisition of Intellectual Property Rights	Cochin University of Science and Technology	7 days	26/07/21
2.	National	Capacity Building through Academic and Research Writing	Indian Institute of Technology Tirupati	7 days	10/09/21
3.	National	Application of Econometrics for Management Research	ABV- Indian Institute of Information Technology and Management	7 days	08/10/21
4.	National	Strategic Management in a VUCA world	Viveknand Education Society Business School	7 days	15/11/21

14 Details of Papers published in CONFERENCES/attended Conferences: : (last 5 years)					
S. No	Type (Regional/National/International)	Name of the Conference	Name of the paper presented/Attended	Organized by	Date
	National	Celerity in Commerce, Business Management & Humanities	Status of EV Charging Infrastructure in India	SDNB Vaishnav College, Chennai	29-30th September, 2022
	National	Digital Economy Trends, Opportunities & Challenges	Adoption Intentions of EV: A Conceptual Framework	M. S. College of Commerce, Bangalore	8-9th July, 2022
	International	Corporate Business Strategies Post COVID	Barriers to Adoption of EV in India	D. B. Jain College, Chennai	4th June, 2022
	National	Trends during Pandemic & recession	Retail Industry: Post COVID resilience through Technology	The Quide-Milleth College for Men, Chennai	24-25 th March 2021
	National	Trends during Pandemic & recession	Automobile Industry Post COVID Scenario	The Quide-Milleth College for Men, Chennai	24-25 th March 2021
	National	Indian Commerce & Industry: Problems & Prospects	Industry specific Issues concerning growth of Automobile Sector	Ramakrishna Mission Vivekananda College	28 th February 2020

15 Details of visit as a RESOURCE PERSON:				
S.No	Type	Title	Institution Name	Date
1	Resource Person	Measurements & Levels of Scaling in Social Research	PG Department of Commerce St. Thomas College, Chennai	19/04/2022
2	Resource Person	Relevance of Statistical Analysis in Social Science Research	Department of Commerce DDGD Vaishnav College	27/03/2021
3	Resource Person	Importance of Literature Survey in Research Work	Department of Commerce Soka Ikeda College of Arts & Science for Women, Chennai	30/05/2020
4	Resource Person	“Recent Trends in Social Science Research Methodology”	School of Media Studies St. Thomas College, Chennai	09/07/2013

16 Details of publication of Articles/ Chapters written in EDITED BOOKS:				
S. No	Book Name	Title of Articles/Chapters	Name & Address of the Publisher	Month & Year of Publication
1.	Global Perspective on Social Responsibility & Business Management	Significance of EV policy in Growth of Auto Sector	Eureka Publications, Pune, Maharashtra.	2021
2.	Contemporary Issues in Management Thoughts & Practices	Environmental Consideration in Purchase Preference of Consumer Goods: a Conjoint Analysis	New Central Book Agency New Delhi	2015

17 Details of individual/collaborative MAJOR/MINOR research project undertaken:						
S.No	Title of the Project	Name & Address of the Collaborating Faculty	Funding Agency	Fund Sanctioned	Period	Duration
1.	Green Marketing in Consumer Goods: Problems & Prospects	NIL	UGC	70000/-	2013-2014	18 Months

18 Details on RESEARCH GUIDANCE:					
S.No	Type (FT/PT)	Name of the candidate	Title of the Dissertation	University	Status
1	FT M.Phil	Jayaraman. R	Consumer Perception towards Augmented Reality in Online Shopping	DDGDVC/ University of Madras	Completed
2	FT M.Phil	Yuvraj. S	Career is a choice or circumstantial – A Study with reference to Working Women in Chennai	DDGDVC/ University of Madras	Completed
3	FT M.Phil	R. Vaishali	Consumers' Attitude towards Green Marketi – with Special reference to Chennai City	DDGDVC/ University of Madras	Completed
4	FT M.Phil	Vinitha K.V.	A study on Capital Structure Analysis of Select Indian Automobile Companies	DDGDVC/ University of Madras	Completed
5	FT M.Phil	Raveena S.K.	App-Based Payment Mechanism: Usage & Difficulties with Special Reference to Chennai	DDGDVC/ University of Madras	Completed
6	FT M.Phil	K. Renuka Devi	Employees' Perception Towards Green HR Initiatives in Select Companies	DDGDVC/ University of Madras	Completed
7.	FT Ph. D	R. Ramya	NA	DDGDVC/ University of Madras	Ongoing/ Pursuing
8	FT Ph. D	Raveena	NA	DDGDVC/ University of Madras	Ongoing/ Pursuing
9	FT Ph. D	Vishal Krishnan M	NA	DDGDVC/ University of Madras	Ongoing/ Pursuing
10	PT Ph. D	D. Senthamarai	NA	DDGDVC/ University of Madras	Ongoing/ Pursuing

19 Details of papers published in JOURNALS: (last 5 years)							
S. No	Journal Type	Name of the Journal	Title of the article	Co-authors	Vol No, Issue No, Page Nos. ISSN No/DOI	Month and year of Publication	Impact Factor / SCI/ Scopus (if any)
1.	National	Shodhsamhita Journal of Fundamental & Comparative Research	Role of Incentive Policies in Favouring Electric Vehicle Adoption	Vishal	2277-7067	Vol 16, No.2, 2022	UGC

2.	National	Journal of Management & Entrepreneurship	Consumer Acceptance towards Electric Vehicles in India	Vishal	2229-5348	Vol III, No.1, 2022	UGC
3.	National	Journal of Fundamental & Comparative Research	Digital Signage & Purchase Intention of Consumers at Shopping Malls of Chennai City	Raveena	2272-7067 Pg. No.	2022	UGC
4.	National	Shodh Prabha	Role & Responsibilities of Government in the context of Adoption of Electric Vehicle	Vishal	0974-8946	Vol 47, No.1, 2022	UGC
5.	National	Journal of Management & Research	Human Capital & Organisational Performance: A Conceptual Framework	Ramya	2229-5348 Pg. No.	April - June - 2022	UGC
6.	National	Shodhsamhita Journal of Fundamental & Comparative Research	Role of Electric Vehicles in Creating Environmental Sustainability	Vishal	2277-7067 Pg. No. 123-128	Vol III, No.1, 2022	UGC
7.	National	Utkal Research Journal	Relevance of Data Science in Strategic HRM: A Theoretical Perspective	Ramya	0976-2132 Pg. No. 123-128	June - 2021	UGC
8.	National	Anvesak – Sardar Patel Institute of Economic & Social Research	Financial Performance of Select Automobile Companies in India: A Status Check	Vishal	0378-4568 Pg. No160-165.	January - 2021	UGC
9.	National	Utkal Research Journal	Consumer Tilt from Unorganised to Organised Retail: A Reality Check	Raveena	0976-2132 Pg. No. 131-136	January - 2021	UGC
10.	National	International Journal of Contemporary Commerce	Preference Towards Mobile Wallets Among the College	D. Sentham arai	2319-9583 Pg. No. 41-46	September - 2019	-

			Students in Chennai				
11.	National	International Journal of Exclusive Management Research	Digitalisation & Consumers: A Theoretical Perspective	Raveena	2249-8672 Pg. No. 70-74	August - 2019	-
12.	National	Emperor International Journal of Finance & Management Research	Analysis of Financial Performance of select FRBs & PRBs	Ramya	2395-5929 Pg. No. 324-331	January - 2019	-
13.	National	International Journal of Research & Analytical Review	Factors Causing Apprehensions in the Usage of App-based Payment Mechanism	Raveena	2348-1269 Pg. No. 73-78	August - 2018	-

20 Details of AWARDS received:			
S.No	Title of the Award	Awarding Agency / University / Government	Month/Year
-	-	-	-

21 Details of MEMBERSHIP IN EDITORIAL BOARD/ACADEMIC AGENCIES/BODIES:				
S.No	Name of the Journal/Magazine/Agency	Position in the Board	ISBN/ISSN No.(if any)	Year
1.	Indian Commerce Association	Life Member	NA	NA
2.	Indian Accounting Association	Life Member	NA	NA
3.	Indian Economic Association	Life Member	NA	NA
4.	Indian Statistical Institute, Kolkata	Life Member	NA	NA
5.	Indian Accounting Association Research Foundation	Life Member	NA	NA
6.	Neuro-Marketing Science & Business Association	Life Member	NA	NA
7.	Indian Tourism & Hospitality Congress	Life Member	NA	NA

8.	I-Xplore International Research Consortium	Life Member	NA	NA
9.	International Association of Academicians and Researchers	Life Member	NA	NA
10.	Shri Sanatana Dharma Vidyalaya Association, Chennai.	Life Member	NA	NA

22 POSITIONS HELD in this institution:			
S.No.	Institution/Department Level	Position	Duration
1.	Library Advisory Committee	Member	2019 Onwards
2.	Research Development Cell	Member	2022 Onwards
3.	Alumni Association	Member	2022 Onwards
4.	COMTALK, Commerce Department Newsletter	Associate Editor	2020 Onwards
5.	Pratibha Sangam, Commerce	Faculty Coordinator	2020-2021
6.	UGC Coordination/ Planning & Evaluation Team	Member	2018-2019
7.	IQAC	Coordinator	2018-2019
8.	Academic Council, DDGDVC	Member	2019-2020
9.	NAAC & AICTE Coordination Committee	Member	2018-2019
10.	Pratibha Sangam	Faculty In charge	2019-2021
11.	Convocation Team	Arrangements/ Student Group Incharge	2008-2010, 2020 Onwards
12.	College Day Team	Member	2006-2015
13.	Admission Certificate verification Team	Member	2004 -2013
14.	Entrepreneurial Development Cell	Faculty Coordinator	2013-2015
15.	Citizen Consumer Club	Founder Faculty Coordinator	2007-2009
