

Aditanar College of Arts and Science
Virapandianpatnam – 628216
Tiruchendur
Bio - Data



Name of the Department : COMMERCE (S.F.)

Name of the faculty member : M. RUBAN JESU ADAIKALAM

Qualification : M.Com., M. Phil.,

Present Designation : ASSISTANT PROFESSOR OF COMMERCE (S.F.)

Vidwan ID : 419251

Residential Address : 3/72, Bharather Street, Maramangalam (P.O)
Thoothukudi (Dt), Pin: 628 802

Contact Nos. : 8754701952

Email : rubanjesu640@gmail.com

Gender : Male

Community : MBC

Date of Birth and Age : 05.10.1990, 33 years old

Date of joining the present post : 27.06.2016

Date of Retirement : -

I. Particulars of Educational Qualification :

Category	Name of the Degree	Specialization	Year of Passing	Name of the College	Name of the University	% of Marks / Grades obtained	Class obtained
UG	B. Com	Commerce	2011	Aditanar College of Arts and Science, Tiruchendur	Manonmaniam Sundaranar University, Tirunelveli	65%	I
PG	M. Com	Commerce	2013	Kamaraj College, Thoothukudi	Manonmaniam Sundaranar University, Tirunelveli	68%	I
M. Phil	Commerce	Commerce	2014	V.O.C. College, Thoothukudi	Manonmaniam Sundaranar University, Tirunelveli	67%	I

**I. Additional Qualification
NET / SLET**:
: Nil**II. Title of Ph.D. Thesis**

:“Customers’ Attitude towards Digital Banking Services Offered by Public Sectors Banks – A Study with Reference to Thoothukudi District”

III. Faculty/Discipline/Subject in which Ph.D. was awarded : Doing

List of Publications

: (Details Attach separate sheet)

No. of Candidates Completed Ph.D. under your Guidance

No .of candidates doing Ph.D. under your Guidance

IV. Academic Experience:

Name of the College	Whether Govt/Aided/S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Aditanar College of Arts and Science, Tiruchendur	S.F.	Assistant Professor	27.06.2016	-	7	6	-
Total					7	6	-

V. Administrative/other Experience: Nil**VI. Other Relevant Information** : Nil

Mr. M. Ruban Jesu Adaikalam

Book chapters or Papers published in national/international conference/Seminar/ workshop proceedings

Title of the Chapter/ paper	Name of the authors	Title of the Book/ Proceedings of the conference	Name of the conference	National/ International	Year of publication	ISBN number of Book/ proceedings	Publisher/ Affiliating Institute at the time of Publication
"A Study on Customer's Perception Towards Health Insurance Thoothukudi District.	Mr. S. Thiruselvan, Mr. Ruban Jesu Adaikalam and Mr. S. Sril Arun.	Emerging Paradigms and Practices in Management, Entrepreneurship & Innovation	Emerging Paradigms and Practices in Management, Entrepreneurship & Innovation	International	4 November 2022		RNB Global University, Bikaner Rajasthan
"Customer Attitude towards Mobile Commerce users with special reference to Thoothukkudi Town" S. Thiruselvan,	Mr. S. Thiruselvan, Mr. Ruban Jesu Adaikalam and Mr. S. Sril Arun,	Emerging issue of Russia-Ukraine war and the contemporary challenges of Indian Markets	Emerging issue of Russia-Ukraine war and the contemporary challenges of Indian Markets	national	22 and 23rd Sep.2022	978-93-94725-04-1	PG, and Research Department of Commerce St. John's College Palyamkottai.

Research papers published in the Journals:

Title of paper	Name of the authors	Name of journal	Volume, Issue, Page No, Year	ISSN number	Is it listed in UGC Care list
A Study on customer attitude towards digital banking service in Thoothukkudi District	Mr.M.Ruban Jesu Adaikalam, Dr.S.Daniel David Annaraj	Sadakath – A Research Bulletin 2023	2023	2347-7644	UGC Care list