

CURRICULUM VITAE



Name : Dr. L. LEO FRANKLIN
Designation : Assistant Professor
Qualification : M.Com., M.Phil., M.Com. C.A., Ph.D., SET.
Date of Birth : 08.06.1982
E-mail ID : franklincomjj@gmail.com
Mobile Number : 9943607492/ 8778723402
Address : No.330, First Floor, Sathiyamoorthy Nagar,
Pudukkottai – 622 003
Teaching Experience : 14 Years

S.No	Name of the Institution	Period of Service
1	Arputha College of Arts and Science, Vamban	28.06.2006- 04.09.2007
1.	J.J. College of Arts and Science (Autonomous)	05.09.2007 to Till Date

Publications

Research papers : 24
Citations / h – index / i 10 - index : 137 4
Cumulative Impact Factor : 6.34
Book (s) Published : Nil
Book Chapter : Nil

PAPERS PUBLISHED

International Journals

1. “Dr. L.Leo Franklin &M.Venkatesan”**A study on Effectiveness of the Employee Engagement.** International Journal of Business Quantitative Economics and Applied Management Research, ISSN 2349-5677, Volume 2, Issue 3, August 2015. SJIF. 2.898,Page no 1-14
2. “Dr. L. Leo Franklin & M. Venkatesan”**A study on attrition level in Pondicherry polymers private ltd, Puducherry.** International Journal in Management and Social Science, Dec.2015.ISSN. 2321-1784, Volume 03, Issue 12, Impact Factor 4.358., Page No. 5 - 18.
3. **Conflict Management strategies adopted by the employees in TANCEM, Ariyalur., GE-**International Journal of Management Research, Dec.2015.ISSN. 2321-1709, Volume 03, Issue 12, Impact Factor 4.316., Page No. 135 – 151. (UGC Approved)

4. “Dr. L.Leo Franklin &G.S. Dhiva”**A Study on Employees personality level.**, Asia Pacific Journal of Research, Feb. 2016,,: 2320-5504, Volume I, Issue 36, Impact Factor: 6.58, Page No. 102 – 115. **(UGC Approved)**
5. “Dr. L.Leo Franklin &S. Ambika”**“Analytical Study on Quality of work Life and Job Mobility in it Industries - with Special Reference to Kanyakumari District”**. – International Journal of Multidisciplinary Research Review. E- ISSN- 2395-1885, ISSN-2395-1877, Vol. 1, Issue 17, July 2016 p. no. 154-157. **(Journal No 45453)(UGC Approved)**
6. “Dr. L.Leo Franklin &G.S. Dhiva”**Employability Skills of the Students in Information Technology Industry in Tiruvallur District** - International Journal of Multidisciplinary Research Review [ISSN NO 2395-1877, Impact Factor 3.567 Vol. 1 Issue 18 August 2016] Page No 87-90. **(Journal No 45453)(UGC Approved)**
7. “Dr. L.Leo Franklin &G.S. Dhiva”**Challenges of Human Resource Management in Indian Banking Sector-Roots International Journal of Multidisciplinary Research**” [ISSN NO 2349-8684, Impact Factor0.811, Vol:3 Issue:7 September 2016, Page No.80 – 90. **(Journal No 48991)(UGC Approved)**
8. “Dr. L.Leo Franklin&S. Jancy Rani”**An explorative analysis of financial management of small and medium enterprises (SME’s) in TamilNadu with special reference to SMEs in Chennai**, International Journal of Management and Social Research Review, ISSN:2349-6738, Impact Factor;3.996,Vol.1 Issue no. 2, Aug-2016, Page no.51-54.
9. “Dr. L.Leo Franklin&S. Jancy Rani”**A study on Causality Relationship between Credit from Schedule Banks and Production of MSMEs** -Shanlax International Journal of Commerce **(UGC Approved Journal Number: 44120)**, [ISSN 2320 – 4168, Vol – V, Special Issue I, August 2017] Page No. 256 – 262.
10. “Dr. L.Leo Franklin&S. Jancy Rani”**Entrepreneurship Memorandum Filing in India** - Research Explorer **(UGC Approved list of Journals – 63185)** by IARA [ISSN: 2250-1940 (Print), 2349 -1647 (Online), Vol. V, Issue – 15, July- December 2017] Page No. 37 – 40.
11. “Dr. L.Leo Franklin&C. Thiruvalarselvi”**Consumer satisfaction towards Two Wheelers between hero and Bajaj, A Comparative Study** International Journal of Exclusive Management Research, ISSN: 2249 8672, Vol. 7 Issue 12, Dec. 2017. Page 1- 6. **(UGC Approved Journal No 49166)** Impact Factor – 5.76
12. “Dr. L.Leo Franklin&C. Thiruvalarselvi” **Effective marketing strategy- A nice tool for consumer satisfaction** AGU International Journal of Management Studies and Research, e-ISSN: 2455- 1562; p-ISSN: 2455-6092, Vol. No. 6, Jan-Jun 2018, Page no 1- 9, **(Journal No 42556)(UGC Approved)**
13. “Dr. L.Leo Franklin&S. Jancy Rani”**Strategic business performance & cost management: A study of SME’s in India- An analysis**, International Journal of Management and Social

Research Review, ISSN:2349-6738, Impact Factor;4.695,Vol.1 Issue no. 42, Dec-2017, Page no.160-164.

14. “Dr. L.Leo Franklin&S. Jancy Rani”**Role of Financial Management in SME’s in India**, Research Explorer (UGC Approved list of Journals – 63185) by IARA ISSN : 2250-1940 (Print), 2349 -1647 (Online), Vol. VI, Issue – 16, Jan- Mar 2018, Page No. 75 – 78.
15. “Dr. L.Leo Franklin”**A Comparative study on management of working capital with special reference to EID parry sugars and ThiruAroran sugars**, International Journal of Management Studies(IJMS), ISSN 2249-0302, Vol. V Issue 3(3) July 2018, (UGC Approved Journal No 44925)Impact Factor – 2.26
16. “C. Thiruvallarselvi&Dr. L. Leo Franklin”**Role of Gender in Decision Making Exclusive with Online Shopping**, International Journal of Scientific Research and Review,*ISSN No. 2279-543X*, Vol. VII, Issue No.10, August 2018, (UGC Approved Journal No 64650)
17. “M. Venkatesan& Dr. L. Leo Franklin”**Impact of E-Banking on Traditional Banking Services**, International Journal of Scientific Research and Review,*ISSN No. 2279-543X*, Vol. VII, Issue No.10, August 2018, (UGC Approved Journal No 64650)
18. “S. Ambika& Dr. L. Leo Franklin”**A Study on E-Commerce and its Applications**, International Journal of Scientific Research and Review,*ISSN No. 2279-543X*, Vol. VII, Issue No.10, August 2018, (UGC Approved Journal No 64650)
19. “C. Parimala&Dr. L. Leo Franklin”,**“A Study on Consumer Behaviour in Purchasing of Durable Products with Special Reference to Pudukkottai District”**_ International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138, VOL-.6, Issue 1, Jan 2019, Page No 266-269. (UGC Approved Journal No: 43602)
20. “C. Parimala&Dr. L. Leo Franklin”**“A Study on the Impact of Consumer Behaviour and Brand Equity on Durable Products with Special Reference to Pudukkottai District”** Journal of Emerging Technologies and Innovative Research E-ISSN: 23495162, VOL. NO.6, Jan-Jun 2018, (UGC Approved Journal No: 63975).
21. “V. Kalaivani& Dr. L. Leo Franklin”**A Study on Consumer Behaviour Towards online Retail Trading in Theni District**, International Journal of Scientific Research and Review,*ISSN No. 2279-543X*, Vol. VII, Issue No.10, August 2018, (UGC Approved Journal No 64650)
22. “C. Thiruvallarselvi&Dr. L.Leo Franklin”**Consumer Perception towards the Green Marketing: A Study with Special Reference to Madurai City**, The International Journal of Analytical and Experimental Modal Analysis,ISSN NO: 0886-9367, Volume XI, Issue IX, September/2019, Page No:4008 – 4016.(UGC CARE GROUP A JOURNALS)

23. “C. Parimala&Dr. L. Leo Franklin”, “**Study On Implication Of Goods And Services Tax (Gst) In India**” A Journal Of Composition Theory, Volume XII Issue IX SEPTEMBER 2019, ISSN : 0731-6755, Page No: 1062 – 1067,(UGC CARE GROUP II JOURNALS)

24. “Dr. L. Leo Franklin”**An explorative analysis of financial Management of MSME’s in TamilNadu**, The International Journal of Analytical and Experimental Modal Analysis,ISSN NO: 0886-9367, Volume XII, Issue II, Feb. 2020, Page No:001– 009. (UGC CARE GROUP II JOURNALS)

Paper Presentation in Conference/Seminar/Workshop

International Level

S.No.	Presented/ Participated	Date & Place	Topic
1	Presented	Adaikkalamatha College, Vallam, Thanjavur.	The Need of Problem Solving Research in 21 St Century an Ethical Approach
2	Presented	Sri Venkateswara College, Peravurani.	Emerging Issues in Advertising Research
3	Presented	Jamal Mohamed College, Trichy	Customers Perception on ATM services
4	Presented	J.J. College of Arts and Science, Pudukkottai	Customer Perception towards services provided by banks specially A.T.M. services
5	Presented	S.V. Institute of Management, Thanjavur.	Consumer Online shopping Behaviour
6	Presented	D.G. Vaishnav College, Chennai	Customer Satisfaction of online banking with special reference to SBI
7	Presented	Sri Venkateswara College, Peravurani.	Rural Development in India
8	Presented	Madurai sivakasiNadar Pioneer Meenakshi Women’s College, Poovanthi	A Study on Customer Relationship Management in Private sector Banks in Theni District
9	Presented	Madurai sivakasiNadar Pioneer Meenakshi Women’s College, Poovanthi	A study on Customer Perceptions and Satisfaction Towards Mobile Banking Services in India with special reference to Madurai City
10	Presented	Madurai sivakasiNadar Pioneer Meenakshi Women’s College, Poovanthi	A study on Emerging Trends in E Banking with special Reference to Plastic Money
11	Presented	Sankara College of Science and Commerce, Coimbatore	A Study on Working Capital Management in Rajashree Sugars and Chemicals Limited in Theni

National Level

Sl.No	Presented/ Participated	Date & Place	Topic
1.	Presented	St. Joseph’s College, Cuddalore.	Making Ethical Decision in the Process of Pricing
2.	Presented	Jamal Mohamed College, Trichy	Textile and Clothing Export in

			Free Trade Regime
3.	Presented	St. Joseph's College, Trichy	WTO & GATS Implication of Textile and Clothing Export – A Review
4.	Presented	UrumuDhanalaxmi College, Trichy	Economic Development Through Banking Sector
5.	Presented	National College, Trichy	Training And Development
6.	Presented	APSA College, Tiruppattur.	The Impact of Tourism on Economic Development
7.	Presented	St. Joseph's College of Engineering, Chennai	Coir Entrepreneurs in Pattukottai Taluk
8.	Presented	Sri Venkateswara College of Arts and Science, Peravurani	Globalization and Economic Development
9.	Presented	Aathavan College of Arts and Science, Manapparai	Developments of Tourism in Tamil Nadu With Special Reference To Ariyalur District
10.	Presented	J.J. College of Arts and Science And Tamil Nadu Library Association	The Need of Leadership and Team Sprit in 21st Century
11.	Presented	J.J. College of Arts and Science	Latest Trend in Employment
12.	Presented	Naina Mohamed College of Arts and Science, Aranthangi.	Subscribers Satisfactions Towards Cellular Phones
13.	Presented	CMR College of Engineering and Technology, Hyderabad.	Sustainable Growth Model – With Special Reference to Ramco Cements, Alathiyur, Ariyalur
14.	Presented	STET School of Management, Mannargudi.	Procedures for Adding Footnotes on Report
15.	Presented	KarpagaVinayaga Institute of Management, Pudukkottai.	Financial Management, Transferability And Accountability
16.	Presented	Jamal Mohamed College, Trichy	Current Trends in Micro Finance
17.	Presented	Jamal Mohamed College, Trichy	Evaluations Of Projects
18.	Presented	St. Xavier' College, Nellai.	Financial Inclusion- The Effectiveness
19.	Presented	AVVM.SriPushpam College, Poondi	A Risk Management For Rural Marketing Services in India.
20.	Presented	JKK Nataraja College of Arts and Science, Namakkal	Green Marketing For Global Sustenance
21.	Presented	Dr. UmayalRamanathan College, Karaikudi	Sustenance of Financial Markets
22.	Presented	Jamal Mohamed College, Trichy	One Person Company
23.	Presented	St. Joseph's College, Trichy	Stress management Models and Techniques
24.	Presented	Karpagavinayaga Institute of Management, Pudukkottai	Effective Management
25.	Presented	Karpagavinayaga Institute of Management, Pudukkottai	Managerial Perspective
26.	Presented	Dr. N.G.P. College of Arts &	A study on customer satisfaction

		Science, Coimbatore.	in service quality dimensions.
27.	Presented	Pentagon, The School of Business Studies, Chennai	An explorative analysis of financial management of small and medium enterprises (SME's) in TamilNadu with special reference to SMEs in Chennai
28.	Presented	Sri Ram College of Arts and Science, Thiruvallur	A study on causality relationship between credit forms scheduled banks and production of MSMEs
29.	Presented	Dr. MGR Janaki College of Arts and Science for Women, Chennai	Strategic business performance & cost management: A study of SME's in India- An analysis
30.	Presented	Government Arts College for Men (Autonomous), Chennai	Role of Financial Management in SME's in India
31.	Presented	JJ College of Arts and Science (Autonomous), Pudukkottai	Role of IQAC in Quality Sustenance and Enhancement in Higher Education Institutions
32.	Presented	St. Joseph's College, Trichy	An explorative analysis of financial Management of MSME's in TamilNadu

Workshop

S.No.	Participated	Date & Place	Topic
1	Participated	Jamal Mohamed College (Autonomous), Trichy	Computer Applications in social Science
2	Participated	Naina Mohamed College of Arts and Science, Aranthangi.	Rural Entrepreneurship Development
3	Participated	Annamalai University, Chidamparam.	Academic Research Writing
4	Participated	Jamal Mohamed College(Autonomous), Trichy	IFRS
5	Participated	Sudharshan College of Eng. Pudukkottai .	Research writing in Commerce and Management
6	Participated	Bharathidasan University, Trichy	Quality Research Report Writing

Research Guidance

1	Ph.D.	Guiding : 07	Completed : 05
2	M.Phil.	Guiding : 01	Completed : 29