



M. PONGODHY

Assistant Professor in Commerce Address: Chennai, Tamil Nadu, India **Phone:** +91 9840530660 | **Email:** kuttidhiya1820@gmail.com

I. CAREER OBJECTIVE

To obtain a challenging position as an Assistant Professor where I can utilize my 13+ years of teaching experience to contribute to academic excellence, foster rigorous research environments, and provide dedicated support for student career development and institutional growth.

ACADEMIC PROFILE

Higher Education

- **Ph.D. in Commerce (Pursuing)**
 - **University:** Bharathidasan University
 - **Status:** Ongoing Research
- **Master of Philosophy (M.Phil.)**
 - **University:** University of Madras
 - **Year of Completion:** 2008
 - **Classification:** First Class
- **Master of Commerce (M.Com.)**
 - **Institution:** Guru Nanak College, Chennai
 - **Year of Completion:** 2006
 - **Classification:** First Class
- **Bachelor of Commerce (B.Com.)**
 - **Institution:** S.D.N.B. Vaishnav College, Chennai
 - **Year of Completion:** 2004
 - **Classification:** First Class

Areas of Specialization

- **Accounting:** Financial Accounting, Corporate Accounting, Cost & Management Accounting.

- **Taxation & Law:** Income Tax, Auditing, Company Law.
- **Marketing & Economics:** Consumer Behavior, FMCG Marketing, Business Environment.
- **FinTech:** Digital Payment Systems, Brand Equity in Digital Spaces

PROFESSIONAL TEACHING EXPERIENCE (13+ YEARS)

Assistant Professor

DRBCCC Hindu College, Chennai *June 2025 – Present*

- Engaged in advanced commerce instruction and departmental research initiatives.

Head of the Department & Assistant Professor

Mangalam College of Arts & Science *2023 – 2025*

- Provided administrative and academic leadership for the Department of Commerce.
- Supervised faculty performance and optimized curriculum delivery.

Assistant Professor

Nazareth College of Arts & Science *2019 – 2023*

- Mentored students in academic excellence and professional ethics.
- Actively participated in college-wide quality assurance programs (IQAC).

Assistant Professor

Chennai National Arts & Science College *2012 – 2019*

- Delivered core commerce subjects to undergraduate and postgraduate students.
- Initiated departmental workshops and national-level academic events.

RESEARCH RECOGNITION & OUTPUT

Distinguished Awards

- **Best Research Scholar Award (2025):** Awarded by the International Academic and Research Foundation in recognition of exceptional contributions to the sphere of global education.

Books Published

- **Title:** *Office Management and Secretarial Practice*
- **Publisher:** Vaishu Publications
- **Identifier:** ISBN: 978-81-994049-0-8
- **Date:** September 2025

Peer-Reviewed Journal Publications

- **"An empirical research on brand equity dimensions influence the customer buying behaviour: A case study on durable products in Chennai city"**
 - **Journal:** *Education Administration: Theory and Practice*
 - **Identifier:** ISSN: 2148-2403
 - **Date:** September 2024

Selected Conference Publications & Presentations

- **"The role of consumer engagement in building digital brand loyalty"**
 - **Event:** International Conference on Digital Transformation in Commerce, Mahalakshmi College
 - **Date:** 30th July 2025
- **"Impact of Digital Payment System in the Indian Economy"**
 - **Event:** International Conference at PG & Research Department of Commerce, Urumu Dana Lakshmi College
 - **Identifier:** ISBN: 978-93-5577-890-1
 - **Date:** 8th September 2023
- **"Brand Awareness Preference and Customer Satisfaction of FMCG's – A Study with Reference to Women Consumers in Trichy City"**
 - **Event:** International Conference at Bishop Heber College (Autonomous)
 - **Identifier:** ISBN: 978-93-5786-655-2
 - **Date:** 16th & 17th February 2023

V. ACADEMIC AND CURRICULAR LEADERSHIP

Event Organization & Mentorship

- **National Conference Organizer:** Successfully conducted a National Conference at Chennai National College.
- **Workshop Convener:** Organized a specialized technical workshop titled "Demat Trading in Stock Exchange".
- **Project Guideship:** Served as the official research guide for BBA students, overseeing diverse industry-related projects.

Subjects Handled (Comprehensive List)

- **Accounting:** Financial, Management, and Corporate Accounting.
- **Tax & Audit:** Income Tax, Practical Auditing, and Company Law.
- **Management:** Principles of Management, Operations Management, and CRM
- **Professional Skills:** Business Communication and Business Environment.

PROFESSIONAL DEVELOPMENT (FDPs & WORKSHOPS)

Research Methodology & Quality Education

- **AI in Education:** Participated in a 5-day FDP on "AI in Education: Enhancing Teaching and Learning" at Ethiraj College (December 2025).
- **Advanced Research Methodology:** Completed a two-week virtual workshop at SRM Institute of Science and Technology (July 2023).
- **IPR & Assessment:** Participated in a national-level program on "Research Methodology, Intellectual Property Rights, and Quality Education and Assessment" (July 2023).
- **Resourcefulness on Research:** Attended a one-week Hybrid International FDP organized by Dr. MGR Research and Educational Institute (July 2023).

Pedagogy & Classroom Skills

- **Bloom's Taxonomy:** Attended a workshop on pedagogical structures organized by Nazareth College.
- **Classroom Management:** Completed an FDP on "Evaluation Strategies & Classroom Management Skills" at Michael Job Memorial College (February 2024).
- **Scopus Publishing:** Attended an international workshop focused on high-impact journal publication (Aim High to Publish in Scopus).

Financial Literacy & Professional Workshops

- **ITR Filing:** Participated in a panel discussion regarding Income Tax Return filing at St. Mary's College (July 2023).
- **Faceless Assessment:** Attended a webinar on the "Faceless Assessment Scheme" for modern tax evaluation.
- **Wealth Creation:** Completed several AMFI-collaborated sessions on personal finance and securities market opportunities.

PERSONAL PROFILE

- **Date of Birth:** 18.09.1980
- **Nationality:** Indian
- **Languages Known:** English, Hindi, and Tamil
- **Marital Status:** Married

DECLARATION

I hereby declare that the above-mentioned information is true and correct to the best of my knowledge and belief.

Place: Chennai **Date:**

(Signature)

M. PONGODHY