



**Department of Commerce
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Name: STANLEY DAVID PITCHAI P
Designation: ASSISTANT PROFESSOR OF COMMERCE

I. Academic Details			II. Research Details	
Area of Specialization	COMMERCE		Research Publications	
			Publications	No. of Publications
			Journals	9
Research Experience			Conferences	10
Teaching Experience	17 Years 2 Months		Citations and Indexing	
Ph.D. Guidance	On-going: Nil Completed: Nil		Citations	
			Google scholar	Nil
Programme(s)	Organized	Attended	Scopus	Nil
Workshops	-	2	Web of Science	Nil
Seminar	-	19	Indexing	
Conference	-	6	Google Scholar	Nil
Additional Responsibilities 1. - 2. - 3. -			Scopus	Nil
			Web of Science	Nil
			Patent Details	Nil
			Research Projects/Amount in Rs.	- Nil
Invited Talks Delivered : - Countries Visited : - Awards / Recognition : -			III. Personal Details	
			Date of Birth	: 18 / 12 / 1975
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Membership in Professional Bodies			-	
List of Significant Publications :				
1. P. Stanley David Pitchai, "A Study On Impact Of Micro Finance On Socio- Economic And Decision Making Empowerment Of Women In Thoothukudi Dist", <i>Emperor International Journal of Finance and Management Research / EIJFMR Mayas Publication</i> , UGC Jr. No : 45308 / International / Impact Factor : 4.253 /ISSN : 2395-5929, Feb 2018, Vol IV, Page No. 86-91				
2. P. Stanley David Pitchai, "A Study Of Financial Performance Of Tiruchendur Co- Operative Urban Bank", <i>International Journal of Business and Administration Research Review (IJBARR)</i> , Bangalore, International /Impact Factor : 5.471 / ISSN : 2348-0653, April- June 2018, Vol 3, Page No. 14-16				

3. P. Stanley David Pitchai, **“Challenges Faced By Indian Entrepreneurs”**, *The International Journal for Economics and Business Management*, UGC Jr. No : 47151 /International /ISSN : 2250-2750, March 2018, Vol 7, Page No. 317-322
4. P. Stanley David Pitchai, **“A Study On Perspective Human Resource In Effectiveness Of Public Distribution System In Tamil Nadu”**, *International Journal of Research and Analytical Review (IJRAR)*, UGC No : 43602 / International / Impact Factor : 5.75 / ISSN : 2348-1269, Sep 2018, Vol 2, Page No. 366-370
5. P. Stanley David Pitchai, **“A Study On Efficiency Of Small – Scale Industries In Thoothukudi District”**, *Impact : International Journal of Research in Humanities, Arts and Literature*, Impact : IJRHAL, UGC No : 40893 /International /Impact Factor : 3.7985 /ISSN : 2347-4564, Sep 2018, Vol 4, Page No. 30-34.
6. P. Stanley David Pitchai, **“Emerging Trends In Digital Marketing In India”**, *An International Multidisciplinary Quarterly Research Journal (AJANTA)* UGC Jr. No : 40776 /International /Impact Factor : 5.5 /ISSN : 2277-5730 Apr-June 2019 Vol 8 Page No. 106-110.
7. P. Stanley David Pitchai, **“A Comparative Study On Private And Public Sector Banks Services Provided To Customers In Thoothukudi Town”**, *International Journal of Research in Social Sciences International / Impact Factor: 7.081 / ISSN : 2249-2496* April 2019 Vol 9 Page No. 426-432.
8. P. Stanley David Pitchai, **“Application Of Technology In Modern Business”**, *Journal of Classical Thamizh*, UGC Jr. No : 40719 / International / ISSN : 2321-0737 Apr-June 2019, Vol 7, Page No. 77-80.
9. P. Stanley David Pitchai, **“An Approach To Risk Management For E-Commerce”** *Dimensions Of E-Commerce and E-Management in business Management and its Implications National / ISBN : 978-93-86712-60-8*, Feb 2019, Page No. 182-186.
10. P. Stanley David Pitchai, **“IMPLICATIONS OF INDIA’S FOREIGN TRADE GROWTH”** *ROOTS International Journal of Multidisciplinary Researches (RIJMR)*, International / ISSN : 2349-8684, March 2019, Vol 5, Page No. 50-52.
11. P. Stanley David Pitchai, **“A Study On The Significance Of Passengers Views Towards The Services Of Tamil Nadu State Transport Corporation In Rural Areas Of Tirunelveli”**, *Journal of Management Research and Analysis*, International / Impact Factor : 6.303 / ISSN : 2394-2770, March 2019, Vol 6, Page No. 303-308.
12. P. Stanley David Pitchai, **“Knowledge Management From An Industry Perspective”**, *Journal of Modern Thamizh Research* UGC Jr. No : 40720 / International / ISSN : 2321-984X, Apr-June 2019 Vol 7 Page No. 83-86.

13. P. Stanley David Pitchai, **“A Study On The Socio – Economic Status Of Saltpan Workers In Tuticorin District”** *Review of Research International Online Multidisciplinary Journal*, UGC Jr. No : 48514 / International / Impact Factor : 5.7631 / ISSN : 2249-894X, May 2019, Vol 8, Page No. 63-70.
14. P. Stanley David Pitchai, **“An Integrative Framework Of Management Perspectives”** *An International Multidisciplinary Quarterly Research Journal*, UGC Jr. No : 40776 / International / Impact Factor : 5.5 / ISSN : 2277-5730, Apr-June 2019, Vol 3, Page No. 150-154.
15. P. Stanley David Pitchai, **“Swot Analysis For College Students And Carrier Opportunities For Business Graduates In Different Sectors”**, *Journal of Modern Thamizh Research*, UGC Jr. No : 40720 / International / ISSN : 2321-984X, Jan-March 2019, Vol 7, Page No. 657-661.
16. P. Stanley David Pitchai, **“Attitude Of Patients Towards Hospital In Tiruchendur Area”** *Journal of Laser Park*, ISBN : 978-81-941015-0-5, March 2019, Page No. 319-323.
17. P. Stanley David Pitchai, **“Developments In Youth Entrepreneurship Policies And Programmes”**, *Xaverian Journal of Marketing (XJM)*, ISSN : 2278-6562, June 2019, Vol 15, Page No. 1-5.
18. P. Stanley David Pitchai, **“Contribution Of Rural Sector In Indian Economy”**, *Impactful Policy Research in Social Science (IMPRESS)*, Indian Council of Social Science Research, International / Impact Factor : 6.053 / ISSN: 2278-4853, April 2019, Vol 8, Page No. 185-189.