



Dr. A. Seetharaman
Professor - Strategy

Areas of Competence and Interest

Financial Markets, Strategy, Case Methodology (Case writing and Case Analysis), Corporate Finance, Financial Management and Banking

Education

- **Ph.D.** Doctor of Philosophy - In Accounting & Finance - University Of Madras - 1987
- **DMA** Joint PG Course in Management Accounting - Institute of Chartered Accountants - Entry Qualification CA Only - Strategic Management And Management Accounting Subjects - 1979 - One Among 40 Out Of 60,000 Chartered Accountants In India Who Acquired This Qualification - Equivalent to Post Doctorate and Joint Diploma of UK Institutes
- **MBA** Master of Business Administration - First Class With Distinction University of Madras - 1976 - Management Subjects with Finance and Accounting Major.
- **Chartered Accountant (Malaysia)** Chartered Accountant - Malaysian Institute of Accountants, Kuala Lumpur under the Malaysian Accountant Act 1967.
- **FCA** Fellow of Chartered Accountants - Institute of Chartered Accountants of India - New Delhi - 1965 - Accounting Major.
- **MCom** Master of Commerce - First Rank - Annamalai University – 1962 –Accounting and Auditing Major

Corporate Experience

- Finance Manager to CEO- 1969 to 1990 - Served in Cooptex India -a large Scale marketing organization in textiles with 500 outlets in India and abroad. Was responsible in converting a bankrupt organization into a billion rupees organization.

Academic Experience

- Dean, Faculty of Management, Multimedia University, Malaysia Also Director, MBA and DBA Programs, Multimedia University 2006 - 2008

- Universiti Sains Malaysia, Penang, Malaysia, Associate Professor 1991 to 2000
- Multimedia University, Specialist (More than Professor grade) 2000 to 2008
- Edinburgh Business School (Penang Branch Malaysia) Part time Professor 1991 to 2000
- Indian Institute of Management, Ahmedabad . Visiting Professor 1981 to 1991
- Regional Engineering College - Founder of MBA Program and Visiting Professor 1978 to 1991
- University of Madras Visiting Professor 1972 to 1991

Awards and Membership

- Adjudged as Best Academic Staff in 2006 among Management and Business Discipline of Multimedia University among 250 international Staff from 40 countries including USA, Europe.
- Named as “ Unsung Hero of Cooptex” by Business India Magazine in July 1984 for turning around a bankrupt organization into a billion rupees organization
- Awarded " FIRST RANK" in Master of Commerce
- Member of the Working Group of Malaysian Accounting Standard Board - Kuala Lumpur
- Member – Review Committee of Conference Papers – Asian Academy of Management – Malaysia
- Member of the both Central and Regional Committees of the Institute of Chartered Accountants of India
- Member of the Study Group on the Cost Structure of Handloom Textile of India – Ministry of Industry – Government of India
- Finance Member - AIDS Action Research Group - University Science Malaysia - Penang.
- Member – Malaysian Accountancy Research and Education Foundation of Malaysian Institute of Accountants – Malaysia
- Chairman of Organizing Committee of IBiz 2006 – International Conference of Internet Business held in Negri Sembilan in Feb 2007 under the Joint Collaboration of Multimedia University and Aoyama Gakuin University, Tokyo, Japan.

Research and Publications

Recent Refereed International publications and Research (While in MMU)

Recent International Refereed Publications (During MMU service)

- Emerald Literati Club 2003 – Highly Commended Award – Outstanding Author - presented to A.Seetharaman, Hadi Helmi Bin Zaini Sooria and A.S.Saravanan for Intellectual capital accounting and reporting in the knowledge economy- Journal of Intellectual Capital UK (Certificate enclosed).
- A.Seetharaman, John Balachandran & A.S.Saravanan - “ Accounting Treatment of Goodwill” – Journal of Intellectual Capital- UK - Vol 4 No 3 2003 (August)
- Ali Khatibi, V. Thiagarajan and A.Seetharaman – “ E-commerce in Malaysia: Perceived benefits and Barriers” – Vikalpa – The international Journal of Decision makers – Volume 28, Number 3 July September 2003
- Kevin Low Lock Teng & A.Seetharaman – “Towards better manufacturing sector: Perspective on the implementation of advanced manufacturing technology in Malaysia” – International Journal of Management – UK - Vol 20 No 4 December 2003
- Kevin Low Lock Teng & A.Seetharaman – “ The selection and Management of Cost Justification Techniques among AMT companies in Malaysia” – International Journal of Management – UK – Vol 21 No 1 (March 2004)
- A.Seetharaman, Mohd Ismail bin Ahmed & E.Joseph Antony Jude – “Internal Control Systems for E-Commerce”- Journal of Oil , Gas and Energy Accounting – Department of Accounting-Louisiana State University-USA- – Vol 52, No 3, March 2004
- A.Seetharaman, Kevin Low Lock Teng & A.S.Saravanan – “ Comparative Justification on Intellectual Capital” – Journal of Intellectual Capital, Volume 5 No 4 2004
- A.Seetharaman, A.Ali Khatibi and Wu Swee Ting – “ Vendor Development & Control: Its linkage with demand chain”- International Journal of Physical Distribution & Logistics Management, American Graduate School of International Management, Arizona, USA - Vol 34 Number 3 / 4 2004 PP 269-284
- A.Seetharaman, Mohammed Ismail bin Ahmad & Lok Bee Lan – “ Fair Value Accounting”- Accounting Forum – Elsevier Series UK (Accepted)
- A.Seetharaman, Senthil & Periyanyagam – “Anatomy of Computer Accounting Frauds” – The Journal of Managerial Auditing – U.K – Vol 20 No 3 2005 pp 1055-1073

- A. Seetharaman, Jayalakshmy & Tan Wei Khong - The Changing role of Auditors – The Journal Of Managerial Auditing - U.K - Vol 20 No 3 2005 PP 249-271
- A.Seetharaman, Zainal Azlan Bin Mohd Nazir and S.Gunalan –“ A Conceptual Study on Brand Valuation”- Journal of Product and Brand Management- University of Illinois Urbana – Champaign USA – Volume 10 No 4 &5 2001 pp 243-256
- Kevin Low Lock Teng, A.Seetharaman and Poon Wai Ching – What do institutional Investors want? Evidence from Malaysia – Journal of Corporate Governance international-Hong Kong- Volume 4 Issue 4 December 2001 –pp 23-35
- Kevin Lock Teng Low,& Seetharaman – “The sustainability of business corporate governance: Evidence from the Malaysia Public Listed Companies”- British Accounting Association Special Interest Group on Corporate Governance – Dec 14 2001
- Kevin Low Lock Teng & A.Seetharaman – “The implementation of AMT in Malaysia – Journal of Malaysian Accountants Vol 15 (10) – December 2002
- A.Seetharaman, Chee Fee Min & A.S.Saravanan – “ Impact of EDI on Accountants and Auditors” – Journal of the Institute of Chartered Accountants of India – Volume 50, No 11 pp.1308-1315
- A.Seetharaman , Jayashree Sreenivasan & Lim Peng Boon – “ Critical Success Factors of Total Quality Management” – Quality and Quantity: International Journal of Methodology – Netherlands – ISI-Thomson –Volume 40 , Number 5 October 2006 PP 675-695
- Sarada L, Seetharaman A & Sarma LVLN –“Debt, Taxes and Market value of a firm – The ICAI Journal of Applied Finance – Vol 10 No 8 August 2004 PP 43-53
- A.Seetharaman, M.Senthivelmurugan & T.Subramanian – “ Budgeting and Accounting of Software Cost Part 1 Survey of literature”- International Journal of Digital Asset Management – Henry Stuart Publications, United Kingdom- Vol 5 No 1., 2005
- A.Seetharaman, M.Senthivelmurugan & T.Subramanian – “ Budgeting and Accounting of Software Cost Part 2 Cost models, discussions and findings”- International Journal of Digital Asset Management – Henry Stuart Publications, United Kingdom- Vol 6 No 1., 2005
- A.Seetharaman & Ramier Subramanian – “ Internet financial reporting: Problems and prospects Part 1 ” – International Journal of Corporate Financial Review – United Kingdom- August 2005
- A.Seetharaman & Ramier Subramanian – “ Internet financial reporting: Problems and prospects Part 2 ” – International Journal of Corporate Financial Review – United Kingdom- October 2005

- A. Seetharaman – “ Enron and Worldcom Episodes: A corporate Governance Issue” – Journal of Corporate Ownership and Control , Europe – Vol 2 Issue 3 March 2005
- A.Seetharaman & Jayashree Sreenivasan –“ Measurement and reporting of intellectual capital in knowledge economy” – “ International Journal of Knowledge, Culture and Management U.K- Vol 5, 2005
- A. Seetharaman & Jayashree Shreenivasan – “ The Impact of Just in Time on Costing” – (IJMED 4561) – International Journal of Management and Enterprise Development Louisiana State University in Shreveport, USA – 2005 (Accepted)
- A.Seetharaman & Ramier Subramanian- “ Navigating the web of financial reporting “- European Business Forum ACCA – United kingdom – EBF Issue 23 -2005 http://www.ebfonline.com/main_feat/in_depth/in_depth.asp?id=604
- A.Seetharaman & Jayashree Sreenivasn – “ Managing Impairment of Goodwill” – Journal Intellectual Capital, UK – Vol 7 NO 3 2006 pp 338-353
- A.Seetharaman, T.Subramanian, Senthilvelmurugan – “Exposure of Data Warehousing and Data Mining to financial reporting applications”- Journal of Electronic Information and Planning – Information, Planning & Analysis Group of Department of Information technology -Dec 2005-Jan 2006 – ISI Thomson Listing – Vol 33 No 3-4 pp 87-104
- A.Seetharaman, Jayashree Sreenivasan, Manoharam Murugesan – “Electronic Data Interchange and Financial Electronic Data Interchange: threats and opportunities for financial accounting” – International Journal of Services and Standards - Vol 2 No 2 pp 137 – 153
- A.Seetharaman, Jayasree Sreenivasan Rachel Cheah and Raju Sudha – “ The Implication of E-Commerce on Accounting “ - Journal of Oil , Gas and Energy Accounting – Department of Accounting-Louisiana State University-USA- – Vol 54, No 4, June 2006 pp 1-32.
- A.Seetharaman, T.Subramanian, G.Marthandan and Cheam Yean Joo – The integration of ERP with SCM and CRM Applications and Data Integrity in ERP” - Journal of Electronic Information and Planning – Information, Planning & Analysis Group of Department of Information technology –Feb-March 2006- ISI Thomson Listing – Vol 33 No 5-6 pp 117-132
- A.Seetharaman, Ali Khatibi, Mohd Ismail & Khaizura Ab Karim – “ AMMB Holdings Bhd: Is it time for merger?” – Asian MBA Case Study Project sponsored by Aoyama Gaukin University, Japan and Ministry of Education, Japan – ABEST21 – Review Vol 1 2006 PP 41-49 Web site: <http://abest21.org>
- A.Seetharaman, Ali Khatibi, Neerjang Lama & Khaizura Ab Karim – “ Air Asia: Challenges of Budget Airline Industry Operations management” - Asian MBA Case Study Project sponsored by Aoyama Gaukin University, Japan and Ministry of

Education, Japan – ABEST21 – Review Vol 1 2006 PP 50-59 Web site:
<http://abest21.org> .

- A.Seetharaman, Jayasree Sreenivasan and Raju Sudha – “ The role of TQM in Controlling the Cost of Manufacturing “ - Journal of Oil , Gas and Energy Accounting – Department of Accounting-Louisiana State University-USA- – Vol 55, No 1, September 2006 pp 121-138.
- A. Seetharaman, Mohamed Ismail and A.S.Saravanan – “Emerging of Information Technology in Controlling the Budget” - Journal Electronic Information and Planning, - August – September 2006 – ISI Thomson Listing -Vol 33 No 11-2 pp 280-294
- Mohd Ismail, A.Seetharaman and Yee Boon Foo – “ The pitfalls of internet financial reporting and their prevention” – Journal of 21st Century Accounting – Nova SouthEastern University FL USA - Volume 7 Issue 1Spring Summer 2007
- A.Seetharaman, Mohd Ismail & A.S.Saravanan – “Environmental Accounting as a Tool in Managing the Environmental Management System” – World Bank Sponsored Journal of Applied Science Environmental Management – ISI Thomson Listing - Vol 10 No 4 JASEM ISSN 1119- 8362
- Raju Sudha, A.S.Thiagarajan & A.Seetharaman – “The Security Concern on Internet Banking Adoption Among Malaysian Banking Customers “ –Pakistan Journal of Biological Sciences - Management Section – 10(1) pp102-106 , 2007– ISSN 1028-8880 – Asia Network for Scientific Information - 2007 - ISI Thomson Listing – Vol 10 (1)
- A.Seetharaman, Jayashree Sreenivasan , Raghunathan and Raju Sudha – “ The Impact of Just-in- Time on Costing – International Journal of Management and Enterprise Development Vol 4 Issue 6 pp 635-661 Inderderscience Publishers UK (2007)
- A.Seetharaman & Raju Sudha– “ The impact of merger of Malaysian banks” - Finance India – December 2008 – Vol XXII 2008
- A.Seetharaman, Jayalakshmy & Romuald Marappan – “ Choose to be an auditor or consultant!” – Journal of Corporate Ownership and Control- Volume 5 June 2008 (ISSN 1727-9232)
- A. Seetharaman, John Rudolph Raj and A.S.Saravanan – “Assets Securization: Problems and Prospects” – Journal of Corporate Ownership and Control – Volume 5 July 2008 (ISSN 1727-9232)
- A..Seetharaman, M.Krishnamurthy & A.S.Saravanan – “ Strategies for Future Financial Reporting” – The Journal of 21st Century Accounting – St.Thomas University – Florida,USA- Volue 8 Issue 1 ([www.the accounting journal.org](http://www.the-accounting-journal.org))
- A.Seetharaman, M Krishnamurthy & A S Saravanan- “ Environmental Accounting: The Role of Accountant “ – Journal of Ecotoxicology and Environmental Monitoring –

- A.Seetharaman, M.Krishnamurthy & A.S.Saravanan - “Sustainability of Environmental Management System” – International Journal of Environmental Research – ISI Thomson Listed - ISSN: 1735-6865 (Accepted)
- A.Seetharaman, John Rudolph Raj and A.S.Saravanan – “Sustainability reporting practice, Performance and Potentials” – Journal of Knowledge Management, Culture and Change Management – (Accepted)
- A.Seetharaman, J.Raja and M.Senthilnathan – “ E-Payments: Problems and Prospects” - Journal of Internet Banking and Commerce, April 2008 Vol 13 No 1
- A.Seetharaman, Toh Tsu Wei, Marthandan.G, Alain Yee-Loong Ching, and Keng Boon Ooi – “ Factors affecting usage of mobile commerce inMalaysia” – Industrial Management and Data Systems ISI Thomson Listed – IMDS, ISSN: 0263-5577 – Scopus Listed ISSN 02635577
- A.Seetharaman, John Rudolph Raj, Chong Sin Woon – “ Evolution, development and growth of Electronic Money” – International Journal for E-Adoption – Ball State University, USA (Accepted)
- A.Seetharaman, &John Rudolph Raj – “ The impact of Electronic Signature on internal control systems” – Journal of Internet Banking and Commerce – (Accepted for December 2008 Issue)

Past Publications (Prior to MMU)

- Seetharaman. A - Accounting Ratios and their usefulness - Souvenir of Southern Council of the Institute of Chartered Accountant of India - Madras - June 1962.
- Seetharaman. A - Financial Aspects of Executive recruitment - Capital - Indian Financial Journal - June 1971
- Seetharaman. A - Corporate Objective Setting Process: A practical approach - Paper presented in Top Executives Seminar held in Administrative College of India - Hyderabad - March 1976
- Seetharaman. A - Application of Swot Analysis to Accounting Ratios - Confluence, Journal of Management - Regional Engineering college, - Trichy – 1978
- Seetharaman. A - The Great story of Vimal - Marathon case study presented and published in the Postgraduate Seminar Under the auspices of Loyola Institute of Business Administration - India - January 1979

- Seetharaman. A - The fall and rise of Co-optex - Paper presented and published in a National Seminar organized by Administrative College of India - Hyderabad - November 1979
- Seetharaman. A - A critical review of top ten companies of India - Case Study published and presented in the National Seminar on "Change For Better" held in Regional Engineering College - Trichy - January 1980
- Seetharaman. A - Growth and development on Textile trade between France and India - A Paper published and presented Paritex Fair held in Paris - June 1981.
- Seetharaman. A & Muthaiah.S - Cigarette smoking is injurious to health; but not injurious to Indian Revenue Service: A marathon case study on ITC LTD - Published and presented in Research Scholars Seminar of Madras University - January 1982
- Seetharaman. A & Seetharaman. S. P - The story of 75 Crores - Case study published under copyright, Indian Institute of Management - Ahmedabad - July 1982.
- Seetharaman. A - Analysis of Turnaround Strategies pursued by HMT Limited - A Marathon Case study published by Regional Engineering College - Trichy - December 1982.
- Seetharaman. A - Changing role of Chief Executives in Indian Industries - A research paper published and presented under the Chair of Sri B. B. Naidu Endowment - Annamalai University - February 1983.
- Madhavan. S & Seetharaman. A - The effectiveness of Inventory Management in Handloom Co-operatives - Case study published under copyright, Indian Institute of Management - Ahmedabad - June 1983.
- Bhapna. S. B, Sathyamoorthy. S & Seetharaman. A - The Impact of concessional credit on cottage industries in India - Seminar paper prepared and published in the seminar on Handloom Industry organized by Indian Institute of Management - Ahmedabad - November 1983.
- Seetharaman. A - Flying High: A marathon case study on Indian Airlines - Published and presented in the Conference of Post Graduate Students organized by Anna University-Madras - January – 1982
- Seetharaman. A - Computerization in a Developing Country: Problems and Prospects - A paper published in International Seminar organized by University Grants Commission of India - New Delhi - July 1984
- Seetharaman. A - Leasing; A new concept in financing - Economic Times - August 1984.
- Seetharaman. A - A research study on Tax implications of leasing Finance - Financial Express - November 1985

- Seetharaman. A - Application of Break even Analysis to product life cycle in marketing - Seminar paper published and presented in the International seminar on 3rd World Managerial Development - Trichy - 1985.
- Seetharaman. A - Financing of Indian Handloom Exports - Paper published and presented in the Inter stoff Fair held in Frankfurt - March 1986
- Seetharaman. A & Nagarajan. M - Pricing Strategies; A Financial Approach - Paper published and presented in the National Seminar organized by National Handloom Development Corporation - New Delhi - November 1986.
- Seetharaman. A - The relevance of MM Theory to International Financial Conditions; A critical review - Research paper published by Department of Commerce - University of Madras – January - 1987
- Richards Evans. & Seetharaman. A - Financing of Conversion of Handlooms into Powerlooms in the Indian Cottage Industry - A research paper presented and published in the conference of European Free Trade Association held in New Castle U.K - April 1987.
- Seetharaman. A - Financial Strategies of Indian Co-operatives - Endowment publications under Chair of T.A.Ramalingam Chettiar Endowment constituted by University of Madras - April 1988
- Seetharaman. A - Responsive treatment; Diagnosis in Management - Financial Express, India - April 18 1990.
- Seetharaman. A - TOWS Matrix; a Diagnostic Exercise of Management - Financial Express, India - April 19 1990.
- Seetharaman. A - Textile Trade issues - A paper presented as one of the panelist in the World net Interactive Tele conferencing program simultaneously held by a live satellite program held between India and U.S - June 1990
- Richard Evans & Seetharaman. A - Financial Issues of Textiles of Third World - Paper prepared and presented in the Textile Institute, World Conference held in U.K - November 1990.
- Mahesh Krishnaswamy, Philip Dover & Seetharaman. A - Critical review of Marketing Myopia - World net Interactive seminar held by a live satellite program between India and U.S - June 1991.
- Seetharaman. A - Changing role of Financial Management in vision 2020 - Malaysian Accountant - Journal of MACPA - June 1993.
- Seetharaman. A - Tax Implications of Working Capital Management – Akauntan National - Journal of MIA - July 1993

- Seetharaman. A - "MAS": Enchantment where ever you fly – Malaysian Management Cases - MIM - March 1993.
- Seetharaman. A - A Practical approach to Management by objectives - Management Journal - Persatuan Pengurusan - USM 1993 - 1994.
- Seetharaman. A - Managing Cash in a Competitive Economy - Management Journal - Persatuan Pengurusan - USM 1993 - 1994.
- Seetharaman. A & Juhary Hj Ali - Corporate Social Responsibility towards Malaysian Vision 2020 - Malaysian Management Review - March 1995.
- Seetharaman. A - Understanding the Stock Market through Balance Sheet - The Malaysian Accountant - Journal of the MACPA - April/June 1995.
- Seetharaman. A - Venture Capital in Malaysia: Its Evolution and Sources - Australian Accountant - Asia Edition - No. 37 Vol.1 April 1995.
- Seetharaman. A - Venture Capital in Malaysia: Venture Capitalists and Risk-Return Trade off in Options - Australian Accountant - Asia Edition - No.39 Vol. 1 August 1995.
- Seetharaman. A - Venture Capital in Malaysia: Venture Capital Companies and Malaysian Income Tax - Australian Accountant - Asian Edition - No.39 Vol. 1 August 1995.
- Seetharaman. A - Emergence of Convertible Debentures in Malaysia - Akauntan Nasional - Journal of MIA - September 1995.
- Seetharaman. A - Corporate Dividend Policies – Akauntan Nasional – Journal of the Malaysian Institute of Accountants – April 1997
- Seetharaman. A - Convertible Debentures : A Study of Concepts, Relevance and Application in Malaysia - Asian Economics Journal – Osaka International University, Japan.
- Seetharaman. A & Jorah Mohamed - Adequacy of Internal Systems on Cash By Supermarkets In Malaysia - Journal Of AIM Manila - .
- Seetharaman. A & Saravanan. A. S. – Right Issue: A Privileged Subscription to Finance Growth Strategies: An Empirical Analysis – Journal of Accountant – Indonesian Institute of Accountants – April 1998
- Seetharaman. A, Ghorri Mohammed Bin Abd.Majeed Mustapa & A.S. Saravanan – Issues and Strategies for Standardization in Global Markets – Malaysian Management Review – June 1998

- Seetharaman.A, Hasnah Haron & A.S.Saravanan – Outsourcing: An Emerging Concept in Financing Information Technology – Akauntan Nasional – Malaysian Institute of Accountants – Feb 99

Recent Papers published in refereed international conference proceedings (while in MMU)

- A.Seetharaman & Ramaiyer Subramaniam – “ Emergence of Internet reporting” – July 24-26 2003 – International Conference on Emerging Issues in International Accounting 2003 – Niagara University Center for International Accounting Education and Research 2003 – Canada
- L. Sarada, A.Seetharaman & Mohd Ismail Ahmad – “ Debt, Capital and Signaling: Evidence from an Emerging Capital Market” – 11th Global Finance Conference at Las Vegas, Nevada (USA) on 4-7 April 2004,
- Abadan Jasmon and A.Seetharaman – The competitiveness of individual Asean countries in attracting FDI and the friendliness of their tax regimes – The 2004 European College Teaching & Learning and European Applied Business Research Conferences, Edinburgh, Scotland – June 14-18 2004
- A.Seetharaman, Wan Tien Sung, Muraliraman and A.S.Saravanan – Impact of Computer Crimes on Auditing Profession” – The International Business and Economics Research Conference – October 8-12, 2001, Reno, Nevada, USA
- A.Seetharaman, John Balachandran and A.S.Saravanan – “ EDI and Purchase Accounting: Problems and Prospects” - International Conference on Electronic Commerce: Emerging Trends in Electronic Commerce” – November 21-23 2001, Multimedia University, Kuala Lumpur
- John Balachandra, A.Seetharaman and A.S.Saravanan – “ 13133” Accounting Treatment of Goodwill: Yesterday, Today and Tomorrow: Problems and prospects in the international Perspective” – October 28-31 2001, - Asia Pacific Conference on International Accounting issues- The Sid Graig School of Business , California State University, Fresno, USA
- A.Seetharaman, Chee Min Fee and A.S.Saravanan – “ Impact of EDI on Accountants and Auditors” –(PRO 411) – PICMET-Portland International Conference of Engineering and Technology, July 29-August 2 2001 -Portland State University, Portland USA
- A.Seetharaman, Mohd Mandak & A.S.Saravanan - The relationship among quality, Price and profitability” – International TQM Conference – September 26-28 2002 - Universite De Versailles Saint-Quentin-en-yvelines – Versailles, France.
- A.Seetharaman & Jayashree - Measurement and reporting of intellectual capital in knowledge economy -Fifth International Conference on Knowledge, Culture and Change in Organisations -Overall Theme: 'Knowledge' And 'Culture'—Organisational Intangibles

& Their Tangible Value University of the Aegean, on the Island of Rhodes, Greece, 19 – 22nd July 2005-www.MangementConference.com

- T.Subramanian, G.S.V. Radha Krishna Rao, & A.Seetharaman (2007). An Integrated SOA framework for e- Collaboration. Proceedings of IEEE-ICACT 2007 International Conference. [ISBN 978-89-5519-131-8 93560] Korea (**ISI Listing**)
- Seetharaman, S. Jayashree, G.Marthandan & Mohd Elfaith Abdelah (2007) – Global Market Strategies in Wireless Telecommunication Industry – A Case Study - Proceedings of the International Conference of Advances in Global Business Research held in Penang , May 24-27 2007 (AGBA)
- A.Seetharaman, M.Krishnamurthy & A.S.saravanan (2009) – Auditing and data mining techniques: Acritical Review” – Proceedings of the international Conference on Economics and Finance” – IBS Bangalore, India – Jan 8-9, 2009

Record of Papers presented at Conferences/Seminars/Workshops held nationally and internationally (Prior to MMU)

- Pricing Strategies: A Financial Approach - Paper presented as Paper writer in the national seminar organised and sponsored by National Handloom Development Corporation, Lucknow, India
- The relevance of MM Theory to International Financial Conditions - Paper presented as Paper writer in the UGC organised by University of Madras and sponsored by
- Cash Management for Managerial Effectiveness - Session Chairman in the annual Seminar on Management organised and sponsored by Regional Engineering College, Trichy.
- Financial Strategies by Indian Co-operatives - Research paper presented as a researcher in T. A. Ramalingam Chettiar Endowment Seminar organised and sponsored by University of Madras.
- Strategic Planning: An Accountant’s Approach - Paper presented as a Researcher in T. A. Ramaligam Chettiar Endowment Seminar organised and sponsored by University of Madras
- Financial Planning, Budgeting and Accounting: Acted as a Seminar Director organised and sponsored by Aids Action Group - USM - Penang
- Finance for Executives – Acted as Course Director for Three day Seminar organised by Malaysian Institute of Training and Development – Penang
- Costing and Time Management – Acted as Seminar Director – In house program organised by Hunza Holdings Bhd – Penang

- Cost Control for Production Management – Acted as Course Director organised by Institute of Professional Advancement – Kuala Lumpur in Park Royal Hotel – Dec 1997
- Management of Finance and Cashflow for Turnkey Construction Projects - Third International Annual Seminar Organised by Centre for Management Technology - Kuala Lumpur in Concord Hotel - Sep 1998.
- Cost and Waste Reduction Techniques for Process Management – Acted as Course Director organised Institute of Professional Advancement, Kuala Lumpur – Pan Pacific Hotel – Oct 1998

Research Projects (List of research work with Funding)

- The strategic implementation and cost justification for advanced manufacturing technology in Malaysia – Funded Research Project – Successfully completed under my supervision.
- Capital Structure and Market value evidence from a selected industry from the Malaysian Sector – Successfully completed under my supervision.
- Controlling the Cost through Target Costing - Successfully completed under my supervision
- A research project on" Application of Management Accounting in Co-optex" – Successfully completed.
- Completed the Research under Internal Funding of MMU “ Over Capitalisation and under Capitalisation of Publicly Listed High Tech Companies of KLSE” (Project Leader).
- IRPA Project – Ministry of Science and Technology, Malaysia – Federal Government of Malaysia –“Risk Disclosure in the prospectus of selected Malaysian Companies”
- Internal Funding – A study of Internet corporate reporting of second board listed companies in KLSE – A paper also published
- IRPA Project - Internet Financial Reporting in Malaysia – Successfully completed.
- Internal research fund project on “ Over hauling True and fair view” – Successfully completed.

Earlier Funded Researches

- Research on Marketing and Financial Strategies in India in collaboration with National Handloom Development Corporation, Government of India undertaking, Lucknow - Duration 1986-1988

- Cost Research on Cotton handloom Janatha textiles organised by Development Commissioner for Handlooms, Ministry of Textiles – Government of India
- Short Term Grant research Project on " Adequacy of Internal Control on Cash by Supermarkets in Malaysia" funded by University Science Malaysia – Duration 1992 - 1994
- Research Project on " Productivity Accounting". A new concept to identify accounting systems (Now under progress) to record, collect, analyse and interpret data relating to productivity of Malaysian Industries.
- Research Project on " Voluntary Disclosures in the Financial Statements published by Malaysian Companies" - Project funded by University Science Malaysia -2000