



**Dr. M. Faisal**

**Adjunct Faculty**

### Contact

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### Academic Qualification

Degree	Institution	Year	Branch	Class
Ph.D.(Management)	Alagappa University	2022	Management	Highly Commended
M. Phil (Management)	Alagappa University	2017	Management	First Class
MBA (Management)	Alagappa University	2016	Management	First Class
B.Com	Alagappa University	2014	Commerce	First Class

### Teaching Experience

Total Teaching Experience: 1 Year 6 Months

Position	Institution	Duration
Adjunct Faculty	Department of Disaster Management, Alagappa University, Karaikudi	22 <sup>nd</sup> September 2022 to Till Now

## Research Experience

Total Research Experience: Five years

## Academic and Additional Responsibilities

S. No.	Position-Dept. of Disaster Management (Dept Level)	University Bodies	Period	
			From	To
1	Coordinator	IQAC, Alagappa University, Karaikudi	October 2022	Till Date
2	Coordinator	Village Extension Programme, Alagappa University, Karaikudi	July 2023	Till Date
3	Coordinator	Value Added Course, Alagappa University, Karaikudi	July 2023	Till Date
4	Coordinator	Swachhta Pakhwada, Alagappa University, Karaikudi	January 2023	Till Date

## Area of Research

Marketing, Service Quality, Finance, HR

## Research Supervisions/Guidance

Program of Study		Completed	Ongoing
U G	Project	15	3

## Publications

International	National	Book Chapter	Book
8	5	1	1

Cumulative Impact Factor (as per JCR) : 25.78

h-index : 2

i10 index :

Total Citations : 6

## Academic Merits & Awards

- Ph.D. Fellowship (RUSAPhase2.0), Alagappa University, 2019.
- “BEST RESEARCHER AWARD”-presented by the Magic book of Record, Tamil Nadu, 2023. Registered by Government of INDIA # 4572340 in 2023

## Events organized in leading roles

Position	Programme	Duration	Institution
Organizing Committee Member	“DRONA 2K23” Awareness Program on Disaster Management	March,2023	ALAGAPP A UNIVERSIT Y
Organizing Committee Member	“DRONA 2K24” Awareness Program on Disaster Management	March,2024	ALAGAPP A UNIVERSIT Y

## Events Participated

- Number of Conferences/Seminars/Workshops: 25

## Book published

- Dr. M. Faisal (Jan 2024) Book Title: **RURAL MARKETING** Publisher “Inksta press” ISBN 97881959382-4-7

## Chapters Published

- Dr. M. Faisal (2022) PROBLEMS AND PROSPECTS OF MSME'S IN INDIA: A STUDY-BOOK TITLE: A MULTIDISCIPLINARY APPROACH ON FUTURE PROSPECTS OF SUSTAINABLE DEVELOPMENT. VOL- 2, ISBN: 9789391131531, OCT-2022

## Research Publications

S.No	Authors/Title of the paper/Journal	Impact Factor
1	Dr. Faisal, M., Dr. Chandramohan, S., IMPACT OF CLIMATE CHANGE ON CROPPING PATTERN A FIELD STUDY IN SIVAGANGA DISTRICT Vol. 30 Iss. 3 (2022) ISSN:2336-2693  E-ISSN:2336-4890	3.7
2	Faisal, M., & Chandramohan, S. SERVICE QUALITY OF MULTI-SPECIALTY HOSPITALS AT MADURAI DISTRICT. VOLUME-5, Special Issue 3, ISSN: 2321-4643, IF: 2.082	2.08
3	Faisal, M., & Chandramohan, S. (2018). FACTORS EFFECTING PATIENT SATISFACTION IN MULTI SPECIALITY HOSPITALS. <i>Advance and Innovative Research</i> , 136. VOLUME 5, Issue 4, ISSN: 2394-7780 Dec 2018,IF:7.12	7.12
4	Faisal, M., Chandramohan, S., Millath, M. A., & Karthick, A. V. Influence of Fashion Behavior on Store Choice among the Arts College Students in Sivganga District. ISSN: 2277-3878, Volume-8 Issue-2S6, July 2019	1.9
5	SERVICE QUALITY IN MULTI SPECIALTY HOSPITALS - AN EMPIRICAL STUDY ISSN: 0474-9030 Vol-68-Issue-30-February-2020	1.7
6	Faisal, M., Chandramohan, S., Millath, M. A., & Karthick, A. V. INFLUENCE OF SOCIAL MARKETING ON RAIN WATER HARVESTING PRACTICES FOR WATER RECYCLING SYSTEM ISSN: 2277-3878, Volume-8 Issue-2S6, July 2019	1.9
7	Faisal, M., & Chandramohan, S. SERVICE QUALITY MEASUREMENT AND CUSTOMER SATISFACTION A LITERATURE STUDY ISSN: 0971-2143 Vol-31-Issue-18-April-2020	1.5
8	Customer (patient) Perception On Service Quality of Multispeciality hospital issn no:2231-3990 volume IX, issue iv, april/2020	1.4
9	Faisal, M., Chandramohan, S., CASHLESS PAYMENT: A SOCIAL TRANSFORM TO ECONOMIC DEVELOPMENT ISBN : 978-93-85101-67-0 Dec 2018	1.0
10	Faisal, M., & Chandramohan, S. (2018). Patients' perception towards service quality of multispecialty hospitals. <i>ZENITH International Journal of Multidisciplinary Research</i> , 8(11), 58-64.	1.4
11	Faisal, M., Chandramohan, S E- MARKETING TRENDS IN INDIA VOLUME 1 ISBN: 978-81-933316-4-4	2.08
12	Faisal, M., Chandramohan, S RECENT TRENDS IN DIGITAL MARKETING IN INDIA ISBN: 978-81-92361-08-1	-
13	Faisal, M., RECENT TRENDS IN SUPPLY CHAIN ISBN: 978-0-6482502-3-4	-

Signature

Date. : 27. 03. 2024  
Place. : Karaikudi

Dr. M. Faisal  
Adjunct Faculty