



Dr. C. K. Muthukumaran.,
Professor and Director i/c
Alagappa Institute of Skill Development

Contact

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Academic Qualifications

Degree	Institution	Year	Branch	Class
Ph.D	Madurai Kamaraj University, Madurai.	2011	Business Administration	-
M.Phil	Alagappa University	2008	Management	First Class
MBA	University of Madras	2000	Management	First Class
B.Com	University of Madras	1998	Commerce	Second Class
PGDPR	Annamalai University, Chidambaram.	2001	Public Relations	Third Class

Teaching Experience

Total Teaching Experience : 23 Years 08 Months

Position	Institution	Duration
Professor & Director i/c	Alagappa Institute of Skill Development	11/04/2023 to till date
Professor	Alagappa Institute of Management	09/12/2018 to 10/04/2023
Associate Professor	Alagappa Institute of Management	04/12/2015 to 07/12/2018
Professor and Head	CK College of Engineering and Technology	01/06/2015 to 22/08/2015
Head & Associate Professor	CARE Group of Institution	01/08/2012 to 25/05/2015
Professor and Head	Kurinji College of Engg. & Tech	05/01/2009 to 31/07/2012
Assistant Professor	Dr. Pauls Engg. College	01/07/2006 to 17/10/2007
Assistant Professor	Pavendar Bharathidasan College of Engg.	01/09/2005 to 31/05/2006
Lecturer	Muthuayammal College of Arts & Science	16/06/2000 to 30/04/2002

PDF/ Visiting Professor : Abroad

Position	Institution	Duration
-	-	-

Research Experience

Total Research Experience : 08 Years

Position	Institution / University	Duration
Research Supervisor	Alagappa University	2015 to till date

Academic and Additional Responsibilities

S.No	Position	University Bodies	Period	
			From	To
1.	Department Co-ordinator (NIRF)	Alagappa University	2018	2022
2.	Department Co-ordinator (IQAC)	Alagappa University	2018	2022
3.	Department Co-ordinator (AQAR)	Alagappa University	2018	2022
4.	One member Committee to review on functioning of the Institution	Alagappa University	2018	Till date
5.	SRMIST Setting of question paper examiner	Alagappa University	2018	Till date
6.	Distance Education Examination Central Valuation	Alagappa university	2018	Till date -
7.	CDC Fresh affiliation to Academic programmes inspection commission	Alagappa university	2018	Till date
8.	Distance Education Examinations Question Paper setting	Alagappa university	2018	Till date
9.	Information Officer in Planning and arranging for automation work, monitoring the Management information work	Alagappa university	2017	2018
10.	DDE- Learning Centers Inspection Member	Alagappa University	2017	Till date
11.	Distance Education Question Paper - Scrutiny Board- Chairman	Alagappa University	2017	Till date
12.	Affiliated College Recognition of approved research center- Inspection Committee	Alagappa University	2017	Till date
13.	CDC Affiliation to Academic Programmes M.Phil Management. Alagappa Govt., arts college inspection commission	Alagappa U university	2017	Till date
14.	DDE- Exam Evaluation Chairperson	Alagappa University	2016	2017
15.	DDE- Alagappa University Representative	Alagappa University	2016	Till date
16.	Senior Executives in Purchase ,Marketing and Budget Preparation	Sri Kannan Builders	2007	2008
17.	Senior Executives in Purchase and Marketing	Sri Kannan Builders	2005	2005
18.	Assistant Manager - Recruitment, Staff Training Pay role preparation	Babu Engineering Corporation	2002	2004

Areas of Research

- A study on Welfare Measures in Neyveli Lignite Corporation Limited.
- Customer Satisfaction: A Comparative Analysis of Small Cars with Reference to Pondicherry Region

Patents Filed

- Nil

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	PDF	-	-
	Ph.D	03	08
	M.Phil	03	-
Project	PG	56	-
	UG / Others	-	-

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
67	07	09	09	17

Cumulative Impact Factor (as per JCR) : 98
h-index : 06
i10 index : 04
Total Citations : 108

Publications

Thesis Evaluated : 18
Viva voce Examiner : 15

Funded Research Projects

Ongoing Projects:

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1.	EIR	2023 to till date		Development of Herbal Finished Sanitary Napkin	Rs. 50,000

Completed Projects:

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1.	AURF	2016 to 2018		Preference of Consumer toward Organic food an Exploratory study in Sivaganga District	Rs.50,000
2.	RUSA	2018 to 2022		Sustainability Challenges and Issues of agriculture based Business Ventures in Tamilnadu	Rs.17,60,000

Other Fund Received as Research Mentor:

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
-	-	-	-	-	-

Consultancy Projects:

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
-	-	-	-	-	-

Others:

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
-	-	-	-	-	-

Distinctive Achievements / Awards

- Nil

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 26

Position	Programme	Duration	Institution
Faculty Co ordinator	Knowledge Exchange avenue in agriprenurship	11 th March 2022	Alagappa University

Faculty Co ordinator	Carrier guidance programme	8 th April 2022	Alagappa University
Faculty Co ordinator	Small business strategy for entrepreneurs	28 th October 2021	Alagappa University
Faculty Co ordinator	Innovation in digital transformation	6 th Dec-2021	Alagappa University
Chairperson	International Conference	2 nd and 3 rd March 2018	Alagappa University
Department co ordinator	Emerging Young Entrepreneurial Society (EYES)	27 th September 2018	Alagappa University
Coordinator	one-day Workshop on Novelty for Sustainability and Dynamic Equilibrium of Business (NSDE 2017)	January 19 th & 20 th	Alagappa University
Department co ordinator	One Student-- one Tree	10.03.2017	Alagappa University
Faculty Coordinator	one day Career Guidance Programme (YUVAKSHETRA2K17)	24 th March 2017	Alagappa University
Department co ordinator	Village Placement Programme	22 & 25 September 2017	Alagappa University
Department coordinator	NSS	19.07.2016	Alagappa University
Department co ordinator	ALUTES 2016	3 rd & 5 th October 2016	Alagappa University
Department co ordinator	University Health Club	4 th November 2016	Alagappa University
Coordinator	Seminar on UI/UX User Interface Design	19 th May 2023	Alagappa University
Coordinator	Seminar on 3D Printing Technology in Fashion Industry	23 rd May 2023.	Alagappa University
Coordinator	Special Lecture on Employability Skills- An Insight	23 rd May 2023	Alagappa University

Coordinator	Seminar on What, Why & How of Digital Marketing	24 th May 2023	Alagappa University
Coordinator	Special Lecture on Enhance your Skills and Enlarge your Career	24 th May 2023	Alagappa University
Coordinator	Seminar on Career Opportunities in Apparel & Fashion Sector	24 th May 2023	Alagappa University
Coordinator	Program on World Entrepreneurs Day	31 st August 2023	Alagappa University
Coordinator	Program on Value proposition fit and Business Fit	04 th September 2023	Alagappa University
Coordinator	Workshop on Prototype Design and Development	04 th September 2023	Alagappa University
Coordinator	Workshop on Business Model Canvas	05 th September 2023	Alagappa University
Coordinator	Accelerators/Incubation Opportunities for students- Early Stage Entrepreneurs	05 th September 2023	Alagappa University
Coordinator	Five Days Hands on Training programme on Python, UI/UX,AI)	09 th September 2023	Alagappa University
Coordinator	Five Days Workshop on CAD in Fashion Designing	16 th October 2023 to 20 th October 2023.	Alagappa University

Events Participated

Number of Conferences / Seminars / Workshops: 27

Overseas Exposure / Visits

- Nil

Membership

Professional Bodies

1. The Indian Society for Technical Education LM : 53919 (Life Member)

Advisory Board

Year / Period	Name of the BoS / Administrative Committee / Academic Committee	Role
-	-	-

Academic Bodies in Other Institutes/ Universities

Year / Period	Name of the BoS / Administrative Committee / Academic Committee	Role
2018	Bharathidasan University Nomination of Member to the Board of Studies	Member
2017	Bharathidasan University Board of Studies in Management PG	Member
2016	Affiliated colleges of Alagappa University, Member of Board of Studies in MBA	Member
2016	CDC Member of Board of Studies in M.Phil Management for the affiliated colleges- Alagappa University	Member

Ph.D. Thesis Guided

1. No. of PhD Thesis evaluated : 03
2. No. of PhD Public Viva Voce Examination conducted : 03

S. No	Name of the Scholar	Title of the Thesis	Year of Completion
1.	N.Ramar	Role of Business Incubation Centre's in	March 2021

		promoting Entrepreneurship in Tamilnadu	
2.	P.Gowrisankar	Occupational Stress and its impact on Employee Motivation with Special Reference to Private Banks in Chennai City Tamilnadu	November 2021
3.	V.Prabakaran	Impact of Unnat Bharat Abhiyan Scheme on Rural Development with Special Reference to Tamilnadu	August 2022

List of Research Articles / Recent Publications

S. No	Authors/Title of the paper/Journal	Impact Factor
1.	Dr.C.K.Muthukumar , (2022) occupational stress and its impact on employees motivation with special reference to women employees in private sector banks in Tamilnadu, the british journal of administrative management , ISSN No:1226 – 4741	-
2.	Dr.C.K.Muthukumar , (2022) a study on occupational stress and its impact on employees motivation with special reference to women employees in private sector banks in Chennai, korea review of international studies , ISSN No:1226 – 4741	-
3.	Dr.C.K.Muthukumar , (2021) awareness and consumption of organic food in relation to demographic factors sivaganga district. jillin Daxue Xuebao (Gongxueban)journal of jillin university, ISSN No:1671 – 5497	-
4.	Dr.C.K.Muthukumar , (2021) awareness and consumption of organic food in relation to demographic factors sivaganga district. jillin Daxue Xuebao (Gongxueban)journal of jillin university, ISSN No:1671 – 5497.	-

5.	Dr.C.K.Muthukumar , (2021) international journal of multidisciplinary educational research, Dec2020, ISSN-2277-7881.	-
6.	Dr.C.K.Muthukumar , (2021) problems and innovative ideas of rural development in India,	-
7.	Dr.C.K.Muthukumar , (2020) a study on the impact of human resources management practice in manufacturing industries in Chennai, AEGAEUM journal, January-2020,ISSN-0005-0601	-
8.	Dr.C.K.Muthukumar , (2020) training and development – an effective tool for human resource management practices, aut aut research journal, January-2020,ISSN-0005-0601, Sep -2020	-
9.	Dr.C.K.Muthukumar , (2020) study on occupational stress and its impact on employee motivation with special reference to private banks in Chennai, Tamilnadu, journal of science, January-2020,ISSN- 2277-3290.	-
10.	Dr.C.K.Muthukumar , (2020) the rural development planning in Indian economy- a new century, Tamilnadu, international journal of management, Dec-2020, ISSN-0976-6510, volume-11, issue 12,.	4.43
11.	Dr.C.K.Muthukumar , (2020) occupational and its impact on employee motivation with special reference to private banks in Chennai, Tamilnadu, international journal of management studies, January- 2020, ISSN-2222-3436.	4.43
12.	Dr.C.K.Muthukumar , (2020) Artificial intelligence adaptation and its impact on human resources practices among the IT and ITES companies in Chennai, international journal of management studies, January-2019, ISSN-2231-2528, page no-12-17.	-
13.	Dr.C.K.Muthukumar , (2020) Role of business incubation centers in promoting entrepreneurship special reference to	-

	Tamilnadu, International journal of scientific and technology research, January-Feb- 2020, ISSN-2277-8616, page no-4344-4346.	
14.	Dr.C.K.Muthukumar , (2020) Role of technology incubation centers in promoting small-scale business: A case with special reference to Tamilnadu, test engineering and management, January-Feb- 2020, ISSN-0193-4120, page no-9279-9286.	-
15.	Dr.C.K.Muthukumar , (2019) FDI in India: leading to economic growth, international journal of recent technology and engineering, Septemper-2019, ISSN-2277-3878.	-
16.	Dr.C.K.Muthukumar , (2019) Enterperunership: - tool for altering livelihood of street vendors in Madurai city, test engineering and management, January-feb-2020, ISSN-0193-4120, page no-9269- 9274.	-
17.	Dr.C.K.Muthukumar , (2019) comparative study of factors affecting employee satisfaction with reference to public & private sectors banks in Madurai, volume-VIII, issue-XII December -2019,ISSN- 0950-0707,page no 224-230.	2.5
18.	Dr.C.K.Muthukumar , (2019) impact of privatization on the public sectors banks with special reference of Tiruchirappalli, volume-VIII, issue-XII December -2019, ISSN-0950-0707, page no 368-495	-
19.	Dr.C.K.Muthukumar , (2019) service quality dimensions and its effect on customer satisfaction: science technology and development, ISSN-0950-0707, volume-VIII, issue-XII December -2019, page no 490-495,	-
20.	Dr.C.K.Muthukumar , (2019) adoption of E-Banking service in digital era, science technology and development, ISSN-0950-0707, volume-VIII, issue-XII December -2019, page no 247-252.	6.1

21.	Dr.C.K.Muthukumar , (2019) factors influencing the recruitment process of B-School graduates for the entry level and middle level managers in Tamil Nadu, restaurant business, ISSN:0097-8043, Vol- 118-issue-7-july-2019.	2.54
22.	Dr.C.K.Muthukumar , 2018) Adaptation of Technologies s Based Banking Services and its Impact on Customers Satisfaction, International Journal of Management Studies, ISSN: 2231-2528, Vol.– Issue –4(1), October 2018.	2.26
23.	Dr.C.K.Muthukumar , (2018)A Study On Quality of Work Life Balance of Employees with Reference to Automobile Industries in Chennai, An International Journal of Contemporary Studies, Vol 2, Issue 1, July- Sep 2018, ISSN 2456-0960.	2.07
24.	Dr.C.K.Muthukumar , (2018) E Banking Service Adaptability Strategy and Perceived Quality of Employees in Selected Banking in Trichy, International Journal of Advanced Research in Management and Social Sciences, ISSN: 2278-6236, Issue- September 2018.	7.065
25.	Dr.C.K.Muthukumar , (2018) Artificial Intelligence Adaptability and Its Impact on Human Resources Practices: A Study with Reference to Selected Information Technology Companies in Chennai, Indian Journal of Research ISSN – 2250-1991, Issue -9, September 2018.	6.761
26.	Dr.C.K.Muthukumar , (2018) Study on Work Stress of Hotel Industry Employees in Ramanathapuram District, Tamilnadu, Shikshan Sanshodhan: Journal of Arts, Humanities and social Sciences ISSN: 2581 -6241.	1.847
27.	Dr.C.K.Muthukumar , (2018) Stress management Among Bank Employees In Erode District, International journal for innovative research in multidisciplinary field ISSN-2455-0620.	5.60
28.	Dr.C.K.Muthukumar , (2018) Study on job satisfaction of	4.526

	bank employees in private sector banks in Madurai city, International Journal of Research Culture Society, Vol 1, Feb-2018, ISSN: 2456 – 6683.	
29.	Dr.C.K.Muthukumar , (2018) Green marketing: an attitudinal and behavioral analysis of consumers in Coimbatore district, International journal for innovative research in multidisciplinary field ISSN-2455- 0620.	6.497
30.	Dr.C.K.Muthukumar , (2018) Role of business incubators in emergent entrepreneurship and creating new business in Tamilnadu. International journal for innovative research in multidisciplinary field ISSN-2455- 0620.	6.497
31.	Dr.C.K.Muthukumar , (2018) Study on Private Enterprise Development t: Challenges, Opportunities and Expectations Prospects in India, International Journal of Research Culture Society, Vol 2, Feb- 2018, ISSN: 2456 – 6683.	4.526
32.	Dr.C.K.Muthukumar ,(2018) Study on Information Management in E- commerce Indian Perception, International Journal of Research Culture Society, Vol 1, Feb- 2018, ISSN: 2456 – 6683.	2.01
33.	Dr.C.K.Muthukumar , (2017) Consumer Perception Towards Branded Image of Mobiles in India. An International Journal of Advanced Studies, Vol 2, Issue 4, Aug – Oct 2016ISSN: 2455-920.	2.01
34.	Dr.C.K.Muthukumar , (2017) A Study on the Strategic Importance of Retail Store Ambience for Retaining Customers, International Journal of Advanced Studies, Vol 2, Issue 4, Nov-Jan 2018 ISSN 2455-9202.	2.01
35.	Dr.C.K.Muthukumar , (2017) Customer Relationship Management of Nationalized in Sivagangai District. An International Journal of Interdisciplinary Studies. Vol- 2, Issue	3.02

	4, Dec-Feb 2017, ISSN:2455-359x..	
36.	Dr.C.K.Muthukumar , (2017) A Study on Consumer Behavior towards Two Wheeler Dealers in Coimbatore District. An International Multidisciplinary Journal, Vol 3, Issue 6, Dec-Jan 2018, ISSN: 2455- 314X,	3.14
37.	Dr.C.K.Muthukumar , (2017) A Feasibility study on Implementation of Total Quality in Human Resource Management, An International Multidisciplinary Journal, Vol 3, Issue 5, Oct-Nov 2017, ISSN: 2455-314X,	3.14
38.	Dr.C.K.Muthukumar , (2017) Service Quality Dimensions and Its Effect On Customer Satisfaction: A Case Study across the Private Banks in Trichy, An International Journal of Interdisciplinary Studies, Vol- 2, Issue 3, Sep-Nov2017, ISSN: 2455-359x.	3.02
39.	Dr.C.K.Muthukumar , (2017) A Study On Customer Perception towards Branded Mobiles. An International Journal of Interdisciplinary Studies, Vol- 2, Issue 3, Sep-Nov 2017, ISSN :2455-359.	3.02
40.	Dr.C.K.Muthukumar , (2017) A Study On Problems of Customer with Internet Banking: Special Reference to Sivaganga District. An International Journal of Contemporary Studies, Vol 2, Issue 3, July- Sep 2017, ISSN 2456-0960.	2.07
41.	Dr.C.K.Muthukumar , (2017) A Study On Consumer Behavior Towards Cell Phone with Reference to Ramanathapuram district an International Journal of Contemporary Studies, Vol 2, Issue 3, July-Sep 2017, ISSN 2456-0960.	2.07
42.	Dr.C.K.Muthukumar , (2016) A Study on Work Life Balance of Employees in Life Insurance Industry with Special Reference to Coimbatore, An International Journal of	2.54

	Interdisciplinary Studies, Vol- 1, Issue3, Sept-Nov 2016, ISSN :2455-359x.	
43.	Dr.C.K.Muthukumar , (2016) A Study On Role of Entrepreneurship in Indian Economic Development an International Journal of Advanced Studies, Vol 2, Issue 3, ISSN 2455-9202.	2.01
44.	Dr.C.K.Muthukumar , (2016) Role of Business Incubation Centers in Promoting Entrepreneurship in Tamilnadu an International Multidisciplinary Journal, Vol 3, Issue 4, Aug-Sep 2017, ISSN: 2455- 314X.	2.46
45.	Dr.C.K.Muthukumar , (2016) Awareness and adoptability of e-banking services across the customers with reference to selected banks. Research directions international multidisciplinary research journal.	2.1005
46.	Dr.C.K.Muthukumar , (2016) A Pilot Study On Consumer Behavior Towards Online Shopping, An International Journal of Contemporary Studies, Vol 1, Issue 1, Oct- Dec 2016, ISSN 2456-0960.	3.18
47.	Dr.C.K.Muthukumar , (2016) An Outline on Green Product Development and Its Export Marketing Environmental International Journal of Contemporary Studies, Vol 1, Issue 1, Oct- Dec 2016, ISSN 2456-0960.	3.18
48.	Dr.C.K.Muthukumar , (2016) Consumer Perception Towards Branded Image of Mobile in India an International Journal of Advanced Studies, Vol- 1, Issue 2, Aug –Oct 2016, ISSN:2455-9202.	2.01
49.	Dr.C.K.Muthukumar , (2016) Banks Service Quality Customer Satisfaction and Constancy, A Study across customers in Tiruchirappalli. Research Direction, Vol 3, Issue 9, March 2016, ISSN:2321- .	2.1005

50.	Dr.C.K.Muthukumar , (2016) Effectiveness of Training and development across the Banks Employees in Trichy Golden Research Thoughts, Vol 5, Issue 9, March 2016, ISSN:2231-5063.	3.4052
51.	Dr.C.K.Muthukumar , (2016)HRMP and its Collusion on Job satisfaction: A study with reference to selected Business Process Outsources in Trichy. Indian Streams Research Journal, Vol 6, Issue 2, March 2016, ISSN:2230 -7850.	4.162
52.	Dr.C.K.Muthukumar , (2014) Job Satisfaction Of Academic Librarians: A Correlation Between Job Satisfactions And Selected Academic Library, International Journal of Management Research and Review, Volume 4/Issue 1/Article No -5/PP-39-49, Jan 2014/ISSN-2249-7196	-
53.	Dr.C.K.Muthukumar , (2014) Recruitment Process; A Study Among the Employees at Information Technology (It) Industry in Chennai. International Journal of Management Research and Review, Refereed Journal, Volume 4 / Issue 1 Article No-10/PP-91-100, Jan 2014, ISSN: 2249-7196.	-
54.	Dr.C.K.Muthukumar , (2013)Brand Positioning; A Study with Reference to National Brand Soaps Across the Customers in Trichy, International Journal of Management Research and Review, Volume 3/ Issue 11/ Article No – 8/PP- 3759-3764, Nov 2013, ISSN: 2249 -7196.	-
55.	Dr.C.K.Muthukumar , (2013) Motivation Levels of the Library Personnel, Relationship with Their Personal Characteristics In Academic Libraries At Tamilnadu State, International Journal Of Management Research And Review, Volume 3/ Issue 11/ Article No 15/PP-3812-3818.Nov 2013, ISSN: 2249-7196,	-
56.	Dr.C.K.Muthukumar , (2013) Changing Consumerism: A	-

	Study with Reference to Selected Customers in Trichy. International Journal of Management Research and Review, Volume 3/Issue 11/ Article No- 11/PP-3785-378, Nov 2013, ISSN: 2249-716.	
57.	Dr.C.K.Muthukumar , (2013) A Study On Service Quality Dimensions and Its Impact On Patients Satisfaction in The Ict Environmental in Hospitals. Asia Pacific Journal of Marketing & Management Review, Refereed Journal, Vol. 2 (11), November (2013), ISSN 2319-2836.	-
58.	Dr.C.K.Muthukumar , (2013) Usability of Information and Communication Technology in Libraries; A Study Among the Students across the Deemed Universities, International Journal of Social Science & Inter Disciplinary Research, Refereed Journal, Vol. 2(11), November (2013), ISSN 2277 3630.	-
59.	Dr.C.K.Muthukumar , (2013)Customer Preference and Satisfaction Towards Chat Out Restaurants, International Journal of Research in Commerce, Economics & Management, Volume No. 3(5)/ PP:55-59, May 2013, ISSN: 2231-4245.	-
60.	Dr.C.K.Muthukumar , (2013) Addressing Health Related Challenges Faced by The Business Process Outsourcing (BPO) Employees by Stress, African Journal of Business Management, Vol.7 (12), PP-906-914, March 2013, ISSN 1996-0816.	-
61.	Dr.C.K.Muthukumar , (2013) Mapping of Job Satisfaction: An Organization Study among Faculty of Management Institutions across Thanjavur, South Tamilnadu. Asia Pacific Journal of Marketing & Management Review, Vol.2 (1)/ PP-128-135, Jan 2013, ISSN:2319-2836.	-
62.	Dr.C.K.Muthukumar , (2012) Marketability of Religious Tourism – An Empirical Study with Reference to Selected Destination at Tiruchirappali, South Tamilnadu. African Journal of Science and Research, vol 1(1): PP-25-29, Dec 2012,	-

	ISSN:2306-5877.	
63.	Dr.C.K.Muthukumar , (2012) Demand and Supply of Water Resource in The State of Tamilnadu: A Descriptive Analysis. International Journal of Management Research and Review, Vol 2/ Issue 11/ Article No-15/ PP-1962-1971, Nov 2012, ISSN 2249-7196.	-
64.	Dr.C.K.Muthukumar , (2012)Description On Relevance of Interest Free Banking In India: A Case Of Schedule Commercial Bank. International Journal of Management Research and Review, Sep 2012/Vol 2/ Article No -11/PP-1545-1555, Sep 2012, ISSN: 2249-7196.	-
65.	Dr.C.K.Muthukumar , (2012) Problems and Prospects of Women Entrepreneurship with Reference to Coimbatore in Tamilnadu. International Journal of Management Research and Review, Vol 2 /Issue 6/ Article No -12/PP:988-1000, Jun 2012, ISSN;2249-7196.	-
66.	Dr.C.K.Muthukumar , (2010) A Study On Customer Preference and Satisfaction Towards Restaurants in Dindigul Town International Journal of Marketing and Trade Policy, Vol:2/PP63-71, Jan – Dec 2010, ISSNn:0975-6132.	-
67.	Dr.C.K.Muthukumar , (2010) Patients Satisfaction Towards the Hospital Services: A Study Based On the Selected Hospitals at Coimbatore, Care Journal of Marketing and Trade Policy, Vol:2/ PP51-59, Dec 2010, ISSN:0975-6132.	-

Resource persons in various capacities

National Conferences : 05

International Conferences : 02

Invited Lectures : 14

Date : 26.02.2024

Place : Karaikudi



Prof.C.K. Muthukumaran
Director/c - AISD