



Dr. K. GANESAMURTHY
Assistant Professor

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Academic Qualifications:

Degree	Institution	Year	Branch	Class
Ph.D.	Alagappa University	2011	Commerce	Awarded
M.Com.	University of Madras	2001	Commerce	II
MBA	Alagappa University	2013	Management	I
M.Phil.	Madurai Kamaraj University	2011	Commerce	II
B.Ed.	Alagappa University	2005	Commerce	I
PGDCA	Ministry of Small Scale Industries, New Delhi	2002	DOS, WINDOS, Unix, C, Foxpro, VB, Project	I

Teaching Experience

Total Teaching Experience : 13 Years

Position	Institution	Duration
Guest Lecturer	Alagappa University Evening College, Thondi	4 Years
Assistant Professor	Alagappa University	31st August 2015 to till date

Research Experience

Total Research Experience : 9 Years

Position	Institution / University	Duration
Assistant Professor	Department of Corporate Secretaryship School of Management, Alagappa University Karaikudi – 630 004	31st August 2015 to Till date

Academic and Additional Responsibilities

S.No	Position	University Bodies	Period	
			From	To
1	Deputy Coordinator – Alagappa University- Youth Red Cross (YRC)	Alagappa University	2018	Till date
2.	Chief Superintendent for 2019-2020 Entrance Exam	Alagappa University	2019	-
3	Member – Departmental Research Committee (DRC)	Alagappa University	2015	Till date
4	Coordinator – National Academic Depository at Department level (NAD)	Alagappa University	2020	Till date
5	Coordinator – SWAYAM at Department Level	Alagappa University	2018	Till date
6	Coordinator – NIRF & NAAC at Department Level	Alagappa University	2019	Till date
7	Co-ordinator – IQAC at Department Level	Alagappa University	2022	Till date
8	Co-ordinator - Village Extension Programme (VEP)	Alagappa University	2015 & 2023	-
9	Member – Consumer Club, Alagappa University	Alagappa University	2016	-
10	Member – Gandhian Studies, Alagappa University	Alagappa University	2017	-
11	University Representative for Distance Education Examinations	Alagappa University	2015	Till date

Areas of Research

Title of the Research:

- Corporate Laws
- Corporate Restructuring
- Securities Law
- Finance
- Consumer Behaviour
- CRM in Banking
- Talent Management
- Energy Management

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D. in Corporate Secretaryship	Dr. C. Savaitha, 1583 Dr. S. Sugapriya, 1617	Mr. G. Kannan, 2610
	Ph.D. in Management	Dr. A. Suganya, 1569 Dr. M. Naghapparajan, 1806	Ms. S. Angel, 2641 Mr. S. Nilavarasan, 2823
	M.Phil	4	-
Project	PG	96	15

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books/Chapters/Monographs/Manuals
39	8	18	12	3

h-index : 02

Total Citations : 07

Publications

Thesis Evaluated : 6

Viva voce Examination conducted : 6

Funded Research Projects

Ongoing Projects:

S.No	Agency	Period		Project Title	Budget (Rs.In lakhs)
		From	To		
1	Theme Based Research Project of RUSA 2.0 (Phase II)	2022	2023	Societal Development Through Corporate Social Responsibility	3.00

Completed Projects:

S.No	Agency	Period		Project Title	Budget (Rs.In lakhs)
		From	To		
1.	AURF	2015	2017	Opportunities and Challenges of Social CRM In Banking Sector	0.40
2.	Theme Based Research Project of RUSA 2.0	2018	2019	Societal Development Through Corporate Social Responsibility	3.00
3.	ICSSR-IMPRESS	2018	2019	Enforcement Of Trade Mark and Patents Practices in Value Added Agro Products in Tamil Nadu	4.50
4.	ICSSR	2019	2020	Energy Consumption and Utility Practices Of Farmers in Southern Districts of Tamilnadu	3.00

Distinctive Achievements / Awards:

- Title: Best Teacher Award, Global Management Council Ahamadabad. (2018)

Number of Seminars /Conferences /Workshops/ Events organized:

Position	Programme	Duration	Institution
Organising Secretary	National Webinar on “Effective Energy Management Practices of Farmers in COVID-19”	3 rd June 2020.	Alagappa University & ICSSR, New Delhi
Co-Director	Five Day Faculty Development Programme on “Restructuring of Public Sector Banks in India - Present Scenario”	26 th July 2021 to 30 th July 2021	AICTE-ATAL & Corporate Secretaryship AAlagappa University
Organising Secretary	Webinar on “Intellectual Property Rights (IPR) - Patent & Designs Process”	22 nd September 2021	IIC-Alagappa University & Rajiv Gandhi National Institute of Intellectual Property Management

Events Participated

Number of Conferences/Seminars/Workshops: 84

Overseas Exposure / Visits

University Tunku Abdul Rahman, Malaysia – Paper presentation entitled “Energy Management Practices of Paper Industry in India.” in the International Conference on Recent Trends in Humanities & Science, 25th & 27th October 2018.

Membership

Professional Bodies: Nil

Advisory Board

Year/Period	Name of the BoS/Administrative Committee / Academic Committee	Role
2015 onwards	Department of Corporate Secretaryship, Alagappa University	Member
2022 to Till date	DDE-Centre for Internal Quality Assurance for MBA(Co-operative Management)	Academic Counsellor

Academic Bodies in Other Institutes/Universities

Year/Period	Name of the BoS/Administrative Committee / Academic Committee	Role
2018 to till date	Board of Studies Member and Question Paper Setting for Entrance Examination in Corporate Secretaryship, Periyar University, Salem	Member
2017 to till date	Question Paper Setting - Bharathiar University, Coimbatore	Member
2021 to till date	Board of Studies Member and Question Paper Setting - PSG College of Arts & Science, Coimbatore	Member
2022- till date	Board of Studies Member and Question Paper Setting - Mannar Thirumalai Naicker College, Madurai	Member
2017 to till date	Member, UG/PG/Ph.D. in Management Panel of examiner - Bharathidasan University, Trichy	Member
2022 to till date	Board of Studies Member - Madurai Kamaraj University, Madurai	Member
2022 to till date	Board of Studies Member - Corporate Secretaryship, Alagappa University Affiliated Colleges, Sivagangai & Ramanathapuram Districts	Member

Ph.D. Thesis Guided

1. No. of Ph.D. Thesis evaluated : 4
2. No. of Ph.D. Public Viva Voce Examination conducted : 4

S.No	Name of the Scholar	Title of the Thesis	Year of Completion
1.	Dr. A. Suganya	A Study on Apparel Buying Behaviour of Women Professionals with Special Reference to Chennai City	2021
2.	Dr. C. Savaitha	Corporate Administration Reforms in India - A study with Reference to Listed Companies in Coimbatore Region	2021
3.	Dr. S. Sugapriya	Corporate Administration Reforms in India - A Study with Reference to Listed Companies in Coimbatore Region	2022
4.	Dr. M. Naghapparajan	Talent Management Practices of Information	2022

		Technology Industry in Bangalore	
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List of Research Articles / Recent Publications

S. No.	Authors/Title of the paper/Journal	Impact Factor
1	"HR Innovative Practices in The Indian Banking Sector: A Conceptual Study" , Shodhak: A Journal of Historical Research, ISSN : 0302-9832 UGC CARE Group- 1, Sr. No: 381 Volume: 53, Issue: 02, No: 14, May - August :2023.	7.57
2	"Emerging the Human Resource Management Issues and Challenges of Public Sector Banks in India" , Dogo Rangsang Research Journal, (UGC CARE listed Journal) ISSN 3247-7180, Vol-13, Issue-4, No. 8, April 2023.	7.12
3	"Impact of Ergonomics on Employee Absenteeism-With Special Reference To the IT Sector" Journal of the Asiatic Society of Mumbai (A UGC- CARE Listed Journal) Volume. 98:2022 (New Series) ISSN: 0972-0766, 2022.	-
4	"Indian Oversease Bank officers' View on Artificial Intelligence in Tamilnadu" Education and Society Published in : ISSN 2278-6864 With IF=6.718 Vol. 46, Issue 04, No. 08, October- December: 2022 UGC CARE Approved, Group I, Peer Reviewed, Bilingual, Multi- disciplinary Referred Journal.	6.718
5	"Employees views on Talent Management Practices of Information Technology in Bangalore" , Journal of Shodha Prabha, ISSN: 0974-8946, Vol.47, Issue 01, No.1: 2022.	-
6	"Physical Health Effects of Employees at Work From Home- An Impact on Workplace Ergonomics" , International Journal of Advance and Innovative Research, ISSN: 2394-7780, 2021	3.25
7	"Professionals' Opinion of Corporate Administrative Reforms In India With Reference Selected Companies In Coimbatore Region" "International Journal of Research and Analytical Reviews (IJRAR), Issue-2, (E-ISSN 2348-1269, P- ISSN 2349-5138.) Vol. 8, 21 st April 2021.	7.17
8	"Disaster Management - Hospital Perspective" , International Journal of Research and Analytical Reviews (IJRAR), Issue-1, (E-ISSN 2348-1269, P- ISSN 2349-5138.) Vol. 8, Jan2021.	7.17
9	"Impact of on Companies Business Operations in Hosur Region" , (Scopus) ISSN 0038-111X Solid State Technology Volume: 63 Issue: 5 Publication Year: 2020	-
10	"Stakeholders View On Corporate Administration Reforms In India" Alochana Chakra Journal, ISSN NO:2231-3990,Vol- 9, Issue	6.3

	XIpp.333-341,Dec2020.	
11	"Strategies In India - An Overview" , Alochana Chakra Journal, ISSN NO:2231-3990, Vol- 9, Issue XII pp.333-341,Dec2020.	6.3
12	"Energy Consumption And Utility Practices In India: An Empirical Analysis" , International Journal of Engineering Technologies and Management Research, ISSN: 2454- 1907, vol-7,pp.42-49, Jul2020.	5.125
13	"Contribution of CSR Activities for Education in Indian Companies: An Analysis" Studies in Indian Place Names ISSN: 2394-3114, Vol-40, Issue-12 Feb2020.	6.3
14	"Incorporating the Digitalized Corporate Administrative Functions in India" Studies in Indian Place Names, ISSN: 2394-3114, Vol-40, Issue-12, Feb2020.	6.3
15	"Intrinsic and Extrinsic Criteria of Women Consumers while Purchasing Garments" Studies in Indian Place Names, ISSN: 2394-3114, vol.40, Issue 59, Feb.2020.	6.3
16	"Required IPR For Value Added Products In Reduction Of Agricultural Wastage In Tamil Nadu" Indian Journal of Applied Business and Economic Research,Vol. 1, No. 2, pp. 95-108, 2020	5.3
17	"Impact of on Companies Business Operations in Hosur Region" Solid State Technology,Vol-63, Issue: 5,2020. (Scopus)	-
18	"CSR Policy Towards Promoting Societal Benefits: An Analysis on Criticism and Favourable Arguments" , International Journal of Advanced Science and Technology, ISSN: 2005-4238 IJAST, Vol. 28, No. 19, (2019), pp. 1283- 1290, 2019.(Scopus)	6.78
19	"Customer Satisfaction on Online Banking Services at Present Scenario in India" , International Journal of Advanced Science and Technology, ISSN: 2005-4238 IJAST, Vol. 28, No. 19, (2019), pp. 1208- 1213, 2019.(Scopus)	6.78
20	"GDP Impact on Efficiency Gains of Transportation and Distribution of Nascent Informal Sectors in India" , International JournalofRecent Trends in E- Supply Chain Management, ISSN: 22773878, vol-8, issue-4, PP.2992-2995, November 2019.(Scopus)	-
21	"Role of Logistics and Supply Chain Management in Corporate Sectors" ,International JournalofRecent Trends in E- Supply Chain Management, ISSN: 978-93-89146-71-4, PP.127-130, First Edition: September 2019.	-
22	A Buying Behaviour Pattern of Modern Women" , International Journal of Recent Technology and Engineering(TM), ISSN: 2277-3878, Vol. 8, Issue-2S4, PP.557-560, August 2019. (Scopus)	5.92

23	World Trade and Investment Agreements ", International Journal of Advance and Innovative Research, ISSN: 2394-7780, Vol: 6, Issue 2 (XXXV), PP. 82-84, April – June 2019.	3.25
24	"New Promotional Mix Factors Influencing Emerging Social Media in India" , International Journal of Advance and Innovative Research, ISSN: 2394-7780, Vol.5, Issue: 4 (XVI), PP.85-89, October-December 2018.	3.25
25	"Sustainable Management Practices for Effective Stock Broking in India" , International Journal of Advance and Innovative Research, ISSN: 2394-7780, Vol.5, Issue: 4 (XVI), PP.98-101, October-December 2018.	3.25
26	"Understanding Women Through Consumer Behaviour Towards Branded Apparel" , International Journal of Research in Engineering, IT and Social Sciences (IJREISS), ISSN: 2250-0588, Vol. 8, PP.203-206, October 2018.	5.850
27	Energy Management in Paper Industry-A Tool for Prosperity ", Shanlax International Journal of Management, ISSN: 2321-4643, vol. 5, Special Issue 3, pp. 27-32, March 2018.	-
28	"FDI in Multi-brand Retailing Sector in India" , Roots International Journal of Multidisciplinary Researchers, ISSN: 2349-8684, vol.4, Special Issue 1, March 2018.	-
29	"Role of FDI in Indian Economy" , Roots International Journal of Multidisciplinary Researchers, ISSN: 2349-8684, vol.4, Special Issue 1, March 2018.	-
30	"Consumer Behaviour and Attitude towards FDI Policy in India" , Roots International Journal of Multidisciplinary Researchers, ISSN: 2349-8684, vol.4, Special Issue 1, March 2018.	-
31	"A Study on Buyer Awareness towards Green Marketing in Chennai City" , Shanlax International Journal of Management, ISSN: 2321-4643, Vol. 5 Special Issue: 3, PP.38-44, March 2018	-
32	Impact of Restructuring on Corporate Sector – A Study with Reference to Company in Hosur Region ", Journal for Science and Advanced Research in Technology, Ahmedabad, ISSN: 23951052, Vol: 4, Issue: 3, PP.5-8, March 2018.	7.883
33	"Dynamics of Women Purchase Behaviour: A Study of Apparels in Chennai City" , Emperorinter National Journal of Finance and Management Research [EIJFMR], ISSN: 2395-5929, Vol. IV, PP.705-714, March 2018.	1.14
34	"Intrinsic and Extrinsic Criteria in Purchase of Women Apparel in Chennai City" , International Management Research Review, Chennai, ISSN: 2231-2501, Vol.5, Issue II, PP. 30-33, March 2017	-

35	“Energy Management Information System – A Tool for Prosperity” , International Management Research Review, Chennai, ISSN: 2231-2501, Vol.5, Issue II, PP.42-45, March 2017.	-
36	Customers’ Perception on Customer Contact Programmes as a CRM Tool in Banks” , Sona Global Management Review, ISSN: 0973-9947, Vol.10, Issue 4, PP. 34-49, August 2016.	-
37	“Recent Developments in Banking Sector of India” , SRM Bizad Research Review, ISSN: 0952-4957, Vol. 2, PP: 307-311, March 2016.	1.056
38	“Employees View on Implementation of CRM System at Commercial Banks” , International Journal of Applied Research, ISSN: 2394-7500, Vol. 2 , Issue: 1, PP: 766-770, January 2016.	8.4
39	“E-Customer Relationship Management on Customer’s Behaviour in Banks” , International Journal of Marketing, Financial Services and Management Research, ISSN 2277-3622 Vol.4 (11), November (2015), pp. 54-58.	0.468
40	“Service Quality of Commercial Banks – An Empirical Study” , International Journal of Applied Services Marketing Perspectives, Jammu-Tawi, J&K, ISSN(P): 2319-9032,Vol.2, No.4, PP.761-766,October -December 2013.	5.995
41	“Customer Retention Practices of Banks: Evidence from Sivagangai District of Tamilnadu” <i>Journal of the IUP Journal of Bank Management</i> , ISSN: 0972-6918, Vol.XII, No.1, February 2013.	-
42	“Critical Success Factors of CRM in Banks” , <i>International Journal of Applied Services Marketing Perspectives, Jammu-Tawi, J&K.</i> ISSN: 2279-0977, Vol.1, No.1, PP.43, July - September 2012.	-
43	“Customer Perception on CRM Practices of Commercial Banks in Sivagangai District” <i>National Journal of ‘Knowledge Economy’</i> Chennai, ISSN: 2231-2854, Vol.2, Issue No.1, March 2012.	2.106

Resource persons in various capacities

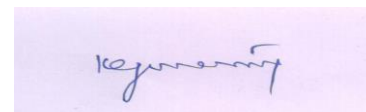
National Conferences: 5

International Conferences: 1

Invited Lectures: 9

Date: 01-03-2024

Karaikudi



Dr. K. GANESAMURTHY
ASSISTANT PROFESSOR