



Dr.S.CHANDRAMOHAN
PROFESSOR

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Academic Qualifications

Degree	Institution	Year	Branch	Class
Ph.D.	Bharathiyar University, CBE	2002	Management	Highly Commended
M.B.A	Bharathiyar University, CBE	1995	Management	First Class
B.Com	Erode Arts College, Erode	1991	Commerce	First Class
PGDCA	Bharathiyar University, CBE	2001	Computer Applications	Second Class

Teaching Experience

Total Teaching Experience : 27 Years

Position	Institution	Duration
Professor	Alagappa University	2014 to Till date
Associate Professor	Alagappa University	2011 to 2014
Reader	Alagappa University	2008 to 2011
Lecturer	Alagappa University	2006 to 2008
Lecturer	Erode Arts and Science College	1996 to 2006

Research Experience

Total Research Experience : 21 Years

Academic and Additional Responsibilities

S.No	Position	University Bodies	Period	
			From	To
1	Head (i/c)	Department of Disaster Management	2020	Till Date
2	Sports Co-ordinator	Alagappa Institute of Management	2006	Till Date
3	Director	Collaborative Programmes, Alagappa University	2020	2021
4	Finance Officer	Finance Section, Alagappa University	2019	2020

Areas of Research

- **Employees' Behaviour**
- **Consumer Behaviour**
- **Talent Management**
- **Brand Management**
- **Digital Marketing**
- **Employability Skills**
- **Emotional Intelligence**
- **Rural Entrepreneurship**
- **Service Quality**
- **Stock Markets**

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D	25	6
	M.Phil	20	-
Project	PG	130	8

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
30	35	42	70	18

h-index : 7
i10 index : 3
Total Citations : 195

Publications

Thesis Evaluated	:	80
Viva voce Examiner	:	75

Funded Research Projects

Completed Projects:

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	AURF	2010	2011	Marketing Problem and Prospectus of Health Insurance Policies in Sivagangai District	0.2
2	RUSA	2020	2022	Sustainability Challenges and Issues of Agriculture based business ventures in Tamilnadu	17.6

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 04

Position	Programme	Duration	Institution
Event Co-ordinator	Faculty Development Programme On Pedagogical Design Thinking For Digital Employability Sponsored by AICTE- ATAL	05/12/2022 to 16/12/2022	Alagappa Institute of Management, Alagappa University
Event Co-ordinator	SAMRAJAIM – 2020 National Level	07/02/2020	Alagappa Institute of Management,

	Management Meet		Alagappa University
Event Organiser	Two Day International Conference on Emerging Trends in Entrepreneurship for Sustainable Social Development	26/09/2019 to 27/09/2019	Alagappa Institute of Management, Alagappa University
Event Co-ordinator	SAMRAJAIM – 2019 National Level Management Meet	27/02/2019	Alagappa Institute of Management, Alagappa University

Events Participated

Number of Conferences / Seminars / Workshops: 122

International Level Seminar / Conferences – Paper Presented /Participated

S.No	Conference/seminar details	Topic	Date
1.	2 nd International Conference on “Changing Business Paradigm” Organised by Presidency Business School, Kempapura, Hebbal, Bangalore – 24.		24 th November, 2023
2.	International Conference on “Innovative and Sustainable Management Practices” (ICISMP – 2023) Organised by Patel Institute of Science and Management		30 th October, 2023
3.	International Conference on “Industry 5.0: Sustainability & Innovations in Business” organized by G R Damodaran Academy of Management, Coimbatore	The Effect of Greenwashing on Brand Equity: A Conceptual Study	26 th April, 2023

4.	3 rd International Conference on MASK organized by Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Ramapuram, Chennai.	Effect of Brand Image and Brand Trust on Purchase Intention of Fast Moving Consumer Goods	27 th & 28 th March, 2023
5.	Two Day International Conference on “Emerging Trends in E-Commerce and Digital Marketing” Organized: PG Department of Commerce and Commerce with CA, Syed Ammal Arts and Science College, Ramanathapuram	Digital Marketing – Its Concept and Importance, Challenges, Benefits and Limitation	24 th & 25 th February, 2023
6.	International Conference on “Creativity and Innovation Enhance Business Growth and Success” organized by PG & Research Department of Commerce, Sri Vasavi College, Erode & Commerce and Management Association India	Effect of Brand Equity Elements on the Purchase Intention of Consumer Goods	23 rd & 24 th February, 2023
7.	Two Day International Conference on “Re-Shaping Business and Digital Transformation in Synchronous Epoch” organized by Department of Business Administration, Nadar Saraswathi College of Arts and Science, Theni	Examining the Influence of Brand Loyalty and Customer Satisfaction on Purchase Intention of Fast Moving Consumer Goods	21 st & 22 nd February, 2023
8.	International Conference on “Emerging Trends in Commerce, Management, and Computer Science” ICETCMC – 2022 Brindavan College, Bengaluru.	Effect of Brand Equity on Customer Based Brand Equity (CBBE) of Fast Moving Consumer Goods	13 th August, 2022
9.	Two Day Online International Conference On “Sustainable Environmental Management” (ICSEM-2022) Sponsored: Indian Council of Social Science Research Organized: Alagappa Institute of Management, Alagappa University, Karaikudi	Sustainable Business Practices in Hospitality Organizations of Tamil Nadu	25 th & 26 th March, 2022

10.	<p>Two Day Online International Conference On “Sustainable Environmental Management” (ICSEM-2022)</p> <p>Sponsored: Indian Council of Social Science Research</p> <p>Organized: Alagappa Institute of Management, Alagappa University, Karaikudi</p>	Green Marketing and Brand Equity of FMCG Companies in India	25 th & 26 th March, 2022
11.	<p>International Virtual Conference on “Industry 4.0 – Leading Business Practices for Sustainable Milieu” (I4BPSM-2021)</p> <p>Sponsored: Indian Council of Social Science Research</p> <p>Organized: Alagappa Institute of Management, Alagappa University, Karaikudi</p>	Participated	25 th & 26 th August, 2021
12.	<p>Effective Energy Management Practices of Farmers in COVID -19, Department of Corporate Secretaryship, Alagappa University</p>	International webinar- participated	3 rd June 2020
13.	<p>International Conference on “Emerging Trends in Intelligent Information Technologies / Applied Mathematics and Business Management” organized by Department of Computer Science, Computer Applications, Mathematics and Management, The Quaide Milleth College for Men, Medavakkam, Chennai. Tamil Nadu</p>	Workplace Incivility: Causes and Consequences among Nurses	07 th & 08 th January, 2020
14.	<p>International Conference on Recent Trends in Global Sustainable Tourism and Hospitality Research, Department of Tourism and Hotel Management, Alagappa University, Karaikudi</p>	Role of human resource management for sustainable tourism in India	6 th & 7 th September, 2019
15.	<p>International Conference on Recent Trends in Global Sustainable Tourism and Hospitality Research, Department of Tourism and Hotel Management, Alagappa University, Karaikudi</p>	The Prevalence of Workplace Incivility among School Teachers in Karaikudi	6 th & 7 th September, 2019

16.	International conference on Emerging trends in Entrepreneurship for Sustainable Social Development, Alagappa Institute of Management, Alagappa University, Karaikudi	Agripreneurship: A way to boost economy	26 th and 27 th Sep 2019
17.	International Conference on Digital Banking for Sustainable Development, Department of Banking Management, Alagappa University	Issues in implementing blockchain technology in banking industry	24 th and 25 th September, 2019
18.	International Conference on Women, Health and Safety in India (RUSA 2.0), Department of Women's Studies, Alagappa University, Karaikudi.	Incivility in the Workplace: Incidence and Impact	19 th & 20 th Sep 2019
19.	International Conference on FDI and Make in India – Synergists of Transforming Indian Economy, Department of International Business, Alagappa University, Karaikudi	Impact of FDI on the value of exports and imports of a country	30 th and 31 st Aug 2019
20.	International Conference on Role of Management Education in Promoting Entrepreneurship in the Globalised Business Environment, Periyar Institute of Management Studies, Salem	Talent Management in Educational Institutions for promoting Entrepreneurship	28 th and 29 th January 2019
21.	International Conference on Commerce and Management in Digital Era, Vivekananda College, Kanyakumari	Talent Management – a way to Achieve competitive advantage In Digital era	19 th January 2019
22.	International Conference on Commerce and Management in Digital Era, Vivekananda College, Kanyakumari	CSR in Digital Era	19 th January 2019
23.	International conference on Contemporary Management Innovations and Intelligence, Alagappa University, Karaikudi	Participated	13 th and 14 th Oct, 2018.
24.	Department of Logistics Management, Alagappa Institute of Management, Alagappa University, Karaikudi.(Attended)	International Seminar on Customer Service Trends in Global Logistics	19 th Jan 2018
25.	Global Growth: Gears and Glows, Faculty of Management, Alagappa University.	A Conceptual Framework of consumer innovation and its adoption”	02 - 04 Feb 2017
26.	Global Growth: Gears and Glows, Faculty of Management, Alagappa University.	“Buying preference towards branded jewellery stores”	02 - 04 Feb 2017

27.	Emerging paradigm in Management research Vol., p.no. 253-256. Organized by Vivekananda and Mother Teresa University, ISBN: 978-93-80686-96-7,	Problems and Prospects of Marketing of Tourism Services in India (International Conference)	27-28 Feb 2014
28.	Jairam Arts & Science college, Department of Commerce, Salem. (International Conference on Recent Trends in Commerce and Management)	HRD Climates in Commercial Banks	5 th Feb 2014
29.	Dr. Zakir Husain College, P.G. & research Department of Commerce, Ilayankudi	Impact of Globalization and Role of E-Learning in Indian Higher Education – An Overview	20 th Feb 2014 (International Seminar) - Paper Presented
30.	Annai Mathammal Sheela Engineering College, Department of Management Studies, Namakkal, (5 th International Conference on Impact of Global Crisis in Indian Business) Paper Presented	Innovative Marketing Practices for Global Competitiveness	25 th Oct 2013
31.	Brahma School of Business, Namakkal (International Conference on New Vistas of Indian Business in Global Scenario)	A Study on Conceptual Frame Work of Strategic Marketing Management	19 th Oct 2013
32.	NPR College, Department of Management Studies, Dindigul (International Conference on Contemporary Management) Presented	Role of Banks for Promoting Women Entrepreneurship in India	19 th Oct 2012
33.	Annai Mathammal Sheela Engineering College, Department of Management Studies, Namakkal. (International Conference on “Impact of Global Crisis in Indian Business”) Presented	Performance Evaluation of HDFC Bank	14 Sep 2012
34.	Annai Mathammalsheela Engineering College, Namakkal	Marketing Strategies for Insurance Services	14 Sep 2012
35.	VCW, Erode (International Conference on Corp Corona 2012)	Role of Branding in Ethical Marketing – An overview	18 th Sep 2012
36.	New College, PG & Research Department of Commerce, Chennai (International Conference on Global Economic Crisis: An Islamic Perspective)	Current Scenario of Islamic Banking- Globalization Outlook	5 and 6 Mar 2012
37.	New College, PG & Research Department of Commerce, Chennai (International Conference on Global Economic Crisis: An Islamic Perspective)	Role of Islamic financial institutions in the global economic crisis era.	5 th to 6 th Mar 2012

38.	FMS, Alagappa University, Karaikudi	BUSINESS MOSAIC- SARI GA MA PA DA NI Global challenges and emerging opportunities on service sector in enhancing economy	24-26 Mar 2011.
39.	Annai Mathammal Sheela Engineering College, Department of Management Studies (International Seminar on Impact of LPG in Indian Business Scenario)	Impact of LPG on Indian Banking Sector	26-Feb-2011
40.	Sengunthar Institute of Management Studies in Tiruchengode.	Global Recession- Impact on Indian Health Care Industry	10 Dec 2009
41.	Ethiopian Economic Association, Ethiopia	A study on Role of NGO for Rural Development.	09 Jun 2007
42.	Muthayammal Engineering College, Rasipuram.	Argumentation of Indian Banking Services towards Global Standards.	02 Nov 2004.
43.	P.R. Institute of Management Studies, Thanjavur.	Marketing of Indian life insurance Services – Challenges & opportunities	06 Feb 2004
44.	International Conference on Digital Banking for Sustainable Development, Department of Banking Management, Alagappa University	Green Banking Towards Sustainable Development	24 th and 25 th September, 2019
45.	International Conference on Nxt GEN Logistics & SCM 4.0	Recent Trends in Supply Chain, February 28 to Mar 1 – 2018	
46.	International Conference on Entrepreneurial Perspectives & Emergence organized by Entrepreneurship & Skill Development Centre and Alagappa Institute of Management.	Banking Industry- A Transitional Hub for Entrepreneurship”	

47.	International Conference on “Sustainable Entrepreneurial Dynamism for India – 2.0” (ICSEDI – 2022) Sponsored: Indian Council of Social Science Research Organized: Alagappa Institute of Management, Alagappa University, Karaikudi	Participated	
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National Level Seminar / Conferences – Paper Presented / Published /Participated

S.No	Title of the Article	Name of the Programme	Organizer with Date
1.	“Management of NPA’S In Urban Co – operative Banks”	Seminar	Vellalar College of Women, Erode
2.	“Relevance and appropriateness of Management Strategies to co – operative and rural enterprises”	Seminar	Sri Ramakrishna Mission Vidyalaya, CBE
3.	“Role of foreign Banks and its impact of computerization in Indian Banking Industry”	Seminar	Navarasam Arts & Science College for Women, Erode
4.	“Global Marketing Challenges and Opportunities in Service”	Seminar	Navarasam Arts & Science College for Women, Erode
5.	“Corporate Governance and Business Strategies”	Seminar	Vellalar College of Women, Erode
6.	“Intelligent Enterprise – Need of the hour”	Seminar	Vivekananda institute of Information and Management studies, Tiruchengode
7.	“Profitability analysis of New Private Sector Banks in India” – Development of Multi Discriminant Analysis	UGC Sponsored National level seminar	Vellalar College of Women, Erode
8.	“CRM – in Indian Service Sector”	UGC Sponsored National level seminar	Vellalar College of Women, Erode
9.	“CRM – Hospital Sector”	Seminar	Periyar University, Salem.
10.	A Statistical Model for profitability Performance of State Bank Of India	Conference	P.G.Department ,V.C.W. Erode
11.	I.T.-Innovations passengers services National Conference on The Indian Railways towards a New Horizon Challenges and Opportunities		Sri Vasavi College, Erode.
12.	Retail Banking System in India,	Seminar	V.C.W. Erode.
13.	Impact of Globalisation and up gradation	Seminar	V.C.W. Erode
14.	Impact of LPG on Indian Banking sector		Cheerans Arts & Science College, Kangeyam

15.	Customer Retention strategies for health care service providers	National Social Science Congress	Alagappa University, Karaikudi.
16.	“CRM – Success Mantra to Service Sector”		Periyar University, Salem.
17.	“Women Entrepreneur in India”- SHG		Annamalai University, Chidambaram.
18.	Consumer Protection Act- Application to Banking Services	National Conference on Consumer Protection	KASC, Sathiyamangalam & OHM Sakthi Publishers, NCCP-2012 ISBN 978-93-80539-11-9, 22 Feb 2012
19.	Emerging Trends in women entrepreneurship		Dept. of Women studies, Alagappa university, Karaikudi – NGGM, 17 th Sep 2012
20.	Knowledge Management practices in Indian banking sector	National Seminar on Emerging Trades in the Indian Banking Industry- Challenges and Strategic Options	School of Mgt. Pondicherry University, 24 Mar 2012
21.	Strategic Issues and Implications of FDI	UGC Sponsored National Seminar	Thiyagarajar College, Department of Commerce, Madurai, 15-16 March 2012
22.	Role of Banks in Inclusive growth of India through FI in rural areas	UGC sponsored National Seminar in Collaborations with SBI-SXC Branch on Financial Inclusions	St.Xavier’s College, PG and Research Department of Commerce, Palayamkottai, 9 th -10 th Feb 2012
23.	Role of E-Marketing in India – In the Present Scenario		KEC, Erode. 4 th April 2012
24.	Strategies and Tactics in building CRM in Indian service sector – An overview		St. Hindu College, Nagercoil, 15 th & 16 th March 2012
25.	Marketing Strategies for successful Tourism Management	State Level Seminar on Emerging Trends in Tourism Marketing	ADM College, Nagapattinam 28 th Mar 2012
26.	Role of FDI in the changing scenario of economic reforms	National Seminar on Foreign Direct Investment in Retail Industry in India-Boon or Bane	St. Xavier College, Palayamkottai, 23-24 Feb 2012
27.	Customer protection Act – Application of banking services		KASC, & Civil supplies and consumer protection Dept. Govt. of Tamil Nadu
28.	Information, communication and Technology in Indian Higher Education	State Level Seminar on Role of ICT in Providing Quality Education	IQAC, KASC, Erode. 6 th & 7 th Jan 2012

29.	Economic Empowerment of Women through entrepreneurship development	National Conference on Emerging Entrepreneurial and Economic Environment	AIM, Alagappa University, Karaikudi 9 th & 10 th March 2012
30.	E-Learning enable education in the corporate world		St. Xavier College, Palayamkottai, 9 th & 10 th Feb 2012
31.	E-Learning enabled and Add-on, No Stand by Education in the corporate world	One day National Conference and E-Learning Management System	N.P.R College of Education, Dindigul, 11 Feb 2012
32.	Role of Telemarketing in India- in the Present Scenario	National Conference on Management Practices at Cross Roads: Challenges and Opportunities	Kongu Engineering College, Department of Management Studies, Perundurai, 4 th April 2012
33.	Green Marketing		Sri Vasavi College, Erode 21 st Dec 2012
34.	An effective Management Practices adopted by the managers in Indian Business Scenario		KSR College of Engineering, Tiruchengode, 19 th October 2012
35.	Marketing Strategies for Insurance Products	National Conference on New Paradigm in Corporate Management	KSR College of Engineering, Department of Business Administration, Tiruchengode, 19 th October 2012
36.	FDI in retail industry in India – Boon or Bane		Thiyagaraja College, Madurai, 15 th 16 th March 2012
37.	Role of Successful Entrepreneur in India	National Conference on Emerging Entrepreneurial and Economic Environment	AIM, Alagappa University Karaikudi 09 th & 10 th March 2012
38.	Empirical Study on Service Quality of Public Hospital with special Reference to Multi Speciality in Trichy Dist		ICMR & Raja Serfoji Govt College. (Autonomus)
39.	Economic & Financial Global Holo caust		Department of International Business and Commerce, Alagappa University, Karaikudi.
40.	A Study on Customer Relationship Management in Insurance Service Sector	National Conference on Emerging Paradigms in Insurance Industry	School of Management, Pondicherry University, 26 th March 2011
41.	Information Technology & Services	4 th National Conference on Management in the Age of Innovation-NCM 25 th	Jamal Mohammed College, Trichy, Jan 2011
42.	Marketing Mix for Hospital Services		UGC In Collaboration with TISSL International – Belgium
43.	Emerging Developments in Accounting and Taxation	Two day National Seminar- Participated and Shared/Gained Rich Experience	Board of Studies of the Institute of Chartered Accountants of India & Faculty of Management of Alagappa

			University – Karaikudi. 17-18 Sep 2013
44.	Security market Examination	Participated	BSE Institute Limited, March 2013
45.	Recent Trends in Human Resource Management –	National Conference on Innovation & Strategies in Business Management – ISBM- 2014	Dr. Umayal Ramanathan College for Women, Karaikudi – January 7 th and 8 th 2014
46.	A Study on Stress Management among Women Employees of Garments Industry.	UGC Sponsored two day National Conference on Human Rights Duties Education	Department of Corporate Secretaryship during 25 th & 26 th February, 2014
47.	A Legal Frame Work on Women Empowerment Through Entrepreneurship	UGC Sponsored two day National Conference on Human Rights Duties Education	Department of Corporate Secretaryship, Alagappa University during 25 th & 26 th February, 2014
48.	Marketing Performance of Women Self Help Group Products In Sivagangai District of Tamilnadu	UGC Sponsored two day National Conference on Human Rights Duties Education	Department of Corporate Secretaryship, Alagappa University during 25 th & 26 th February, 2014
49.	Marketing Performance of Women Self Help Group Products In Sivagangai District of Tamilnadu	UGC Sponsored two day National Conference on Human Rights Duties Education	Department of Corporate Secretaryship, Alagappa University during 25 th & 26 th February, 2014
50.	Gender Inequality	UGC Sponsored two day National Conference on Human Rights Duties Education	Department of Corporate Secretaryship, Alagappa University during 25 th & 26 th February, 2014
51.	Child Labour in India	UGC Sponsored two day National Conference on Human Rights Duties Education	Department of Corporate Secretaryship, Alagappa University during 25 th & 26 th February, 2014
52.	Consumer Protection Act 1986	UGC Sponsored two day National Conference on Human Rights Duties Education	Department of Corporate Secretaryship, Alagappa University during 25 th & 26 th February, 2014
53.	Investor’s Protection Measures by SEBI	UGC Sponsored two day National Conference on Human Rights Duties Education	Department of Corporate Secretaryship, Alagappa University during 25 th & 26 th February, 2014
54.	Knowledge Management – A Key Role for Success in Banking Industry.	UGC Sponsored National Seminar- Knowledge Management in Electronic Environment: Opportunities and Challenges	Department of Library and Information Science, Alagappa University during 21-22 March, 2014

55.	A study on the growth of employment in Indian manufacturing sector	National Conference on Make in India” –Opportunities and challenges for Indian Industries.	The Quaide Milleth college for men, Medevakkam, Chennai, during 07 Jan 2016
56.	Say no to plastics – A new mantra in payment system”	National Conference on Indian Strategies in Functional Management	JP college of arts and science, Tenkasi. During 20 th Jan 2016
57.	Globalization and competition trends in Human resource management”	National Conference on Indian Strategies in Functional Management	JP college of arts and science, Tenkasi. During 20 th Jan 2016
58.	Human Rights violations faced by women workers in the unorganized sector”	Alagappa University Management Scholars Conference on Recent trends in Management Research	Alagappa Institute of Management, Karaikudi, During 19 th Feb 2016
59.	Knowledge Management in Electronic Environment: Opportunities and Challenges.	Knowledge Management- A Key role for success in Banking Industry”- UGC Sponsored National Seminar	
60.	“Performance Evaluation of foreign banks operating in India in comparison with Indian Banks, Fuzzy-Dea Approach”	Innovative practices in Modern business, Department of Commerce, Ananda College, Devakottai.	
61.	Entrepreneurial Opportunity in Virtual World	National Seminar on Online Marketing of Services in the Globalization Era	Sourashtra College, department of Commerce with Computer Applications, Madurai, 15 th March 2016
62.	Marketing and Sales Strategy of Digital Banking: A Conceptual Study pertaining to Indian Banking Industry	National Seminar on Online Marketing of Services in the Globalization Era	Sourashtra College, department of Commerce with Computer Applications, Madurai, 15 th March 2016
63.	Women Entrepreneurship in Indian Banking Industry	National Conference on Entrepreneurial Resurgence and Innovations	Alagappa University, Entrepreneurship –cum-skill development Centre, 19 th Aug 2016
64.	Quality Startup by the Female Entrepreneurs	National Conference on Entrepreneurial Resurgence and Innovations	Alagappa University, Entrepreneurship –cum-skill development Centre, 19 th Aug 2016
65.	Store Change behaviour of Jewellery Consumer- A Study on GST impact and Jewellery Pricing	National Seminar on GST: Implications on Indian Economy	S.S.A College of Arts and Science, A.Thekkur, 23 rd September 2017
66.		Customer Service Trends In Global Logistics	Department of Logistics Management, Alagappa Institute of Management, Alagappa University, Karaikudi. 19 th JAN 2018
67.	Cashless Payment: A Social Transform to Economic Development	Two Days National Seminar on Paradigm Shifts in	Department of Commerce, School of Commerce and Business

		Commerce and Management Oct 2018	Management, Central University of Tamilnadu, Kanglancherry, Thiruvavarur.
68.	Evolution of Digitalization In manufacturing sector and the Challenges faced by the industries	National Level Seminar on Digitalization in Business	17 th Oct, 2018. Syed Hameedha Arts and Science College, Kilakarai
69.	Digital India – Challenges And opportunities	National Conference on Impact of Digitalization on Indian Economy – Issues and Challenges for MSMEs	12 th Oct, 2018. St. Alphonsa College of Arts and Science, Kanyakumari
70.	Digital India and its impact	National Conference on Impact of Digitalization on Indian Economy – Issues and Challenges for MSMEs	12 th Oct, 2018. St. Alphonsa College of Arts and Science, Kanyakumari
71.	Betterment of Organisational Effectiveness through talent	National Conference on Invasion of Technology in Marketing and Society	7 th and 8 th Feb, 2019. Viswajyothi College of Eng & Tech, Kerala.
72.	Differernt brand approaches For sustainability of business	National Conference on Invasion of Technology in Marketing and Society	7 th and 8 th Feb, 2019. Viswajyothi College of Eng & Tech, Kerala.
73.	Significance of Talent Management in selected Hotels of Tamilnadu	National Conference on Facets of Digital Marketing Spree	21 st and 22 nd Feb,2019. Alagappa Institute of Management, Karaikudi.
74.	Internet Advertising on Consumer behaviour	National Conference on Facets of Digital Marketing Spree	21 st and 22 nd Feb,2019. Alagappa Institute of Management, Karaikudi.
75.	An Introductory study on News jacking in Content Marketing	Two Day National Conference on Depth and Expanse of Online Marketing Mettle –ICSSR Sponsored	1 st and 2 nd Aug 2019, Alagappa University, Karaikudi
76.	Online Shopping Behavior Pattern among School Children	Two Day National Conference on Depth and Expanse of Online Marketing Mettle –ICSSR Sponsored	1 st and 2 nd Aug 2019, Alagappa University, Karaikudi
77.	Impact of Digital education among the rural areas of Tamilnadu	Two Day National Conference on Depth and Expanse of Online Marketing Mettle –ICSSR Sponsored	1 st and 2 nd Aug 2019, Alagappa University, Karaikudi
78.	Succession Planning – An intricate Phase in Talent Management System in Selected Organisations in Tamilnadu	National Conference on Re- engineering Business environment for Sustainable Development in India	12 th and 13 th Dec, 2019, Alagappa Institute of Management, Alagappa University, Karaikudi
79.	Organizational Contention and Confrontation to Sustainable development: A Socio-Economic Perspective	Sustainable Development in Commerce, Management and Economics in the 21 st Century	25 th April, 2020, Post Graduate Section and I.Q.A.C of N.S.S. College of Commerce and Economics
80.	Participated	One Day National Conference on “Institution-Industry Linkage	30 th Aug 2019, Department of Commerce, Alagappa University & Chamber of Commerce and Industries, Karaikudi under MHRD

			RUSA 2.0 Scheme
81.	Participated- Webinar	Global Economic Scenario: A Boon or Bane for FDI and Supply Chain Management	20 th April, 2020 Department of International Business, Alagappa University, Karaikudi
82.	An Empirical Analysis of the Determinants of Brand Loyalty for Fast Moving Consumer Goods	National Conference on “Recent Trends in Commerce and Technology” (NCRTCT’23 – Version 3.0)	08 th February, 2023. Department of Commerce, Commerce (CA), Commerce (PA) & Commerce B&F, Gandhi Arts & Science College, Sathyamangalam
83.	Brand Building Challenges for Fast Moving Consumer Goods	National Conference on “Emerging Trends in Business and Management” (NCETBM)	10 th March, 2023. Department of Business Administration & Research Centre, Alagappa Government Arts College, Karaikudi and Indian Academic Researchers Association (IARA), Tiruchirappalli.
84.	Participated	National Workshop on “Indian Research Information Network System (IRINS): Adaption & Promotion”	08 th February, 2020. Information and Library Network (INFLIBNET) Centre, Gandhinagar, Gujarat.
85.	A Conceptual Approach on Entrepreneurship Catering to Employability Skills to Resolve Unemployment	National Seminar on “Innovative Entrepreneurship for Sustainable Economic Development”	21 st & 22 nd September, 2023. Department of Commerce, School of Management, Alagappa University, Karaikudi sponsored by ICSSR, New Delhi.
86.	Digital Marketing Strategies for Scaling Sustainable Entrepreneurship and Economic Development	National Seminar on “Innovative Entrepreneurship for Sustainable Economic Development”	21 st & 22 nd September, 2023. Department of Commerce, School of Management, Alagappa University, Karaikudi sponsored by ICSSR, New Delhi.
87.	Recent Trends in E-Commerce and their Impact in Human Resource Management – An Overview Approach	National Conference on “DiGi-Marketing = DiGi Payments: Recent Transformation in Indian Business”	10 th March, 2023. Department of Commerce with Computer Applications, Erode.
88.	Presented	Second National Conference on “Business Management and Analytics”	28 th & 29 th January, 2022. Department of Management Studies, National Institute of Technology, Tiruchirappalli.
89.	Presented	One Day National Level Conference on “Changing Paradigms in Business And Service Sectors”	17 th August, 2022. Acharya Institute of Graduate Studies, Bengaluru, Karnataka

Membership

Advisory Board

Year / Period	Name of the BoS / Administrative Committee / Academic Committee	Role
2019 – 2020	Academic Committee (E-Material Approval) – Alagappa University	Chairperson
2020	Board of Studies (DDE) – Alagappa University	Member
2020	Board of Studies (DDE-Valuation) – Alagappa University	Chairperson
2019	Board of Studies (Business Administration PG) – Alagappa University	Chairperson
2018	Academic Committee (Squad Team – Nov.2018 Examination of Affiliated Colleges) – Alagappa University	Member
2017-2018 to 2019-2020	Board of Studies (BBA for Affiliated Colleges) – Alagappa University	Member

Academic Bodies in Other Institutes/ Universities

Year / Period	Name of the BoS / Administrative Committee / Academic Committee	Role
2018 – 2019 to 2020 - 2021	Board of Studies (UG Department of Management) – Sree Saraswathi Thyagaraja College, Pollachi	Member
2022	Board of Studies - The Thassim Beevi Abdul Kader College for Women	Subject Expert
2021	Administrative (Selection) Committee – Erode Arts and Science College, Erode	Member
2021	Board of Studies - V.V.Vanniaperumal college for women	Subject Expert
2021	Board of Studies - Dr.SNS Rajalakshmi College of Arts & Science(Autonomous)	Subject Expert
2021	Board of Studies - Dr.Zakir Husain College, Ilayangudi	Subject Expert
2020	Administrative (Inspection) Committee - VK Institutions, Madurai	Member
2005	Academic Committee – Indian Society for Technical Education	Member
2004	Administrative Committee – Erode Vasavi Jaycees, Erode	President
2003	Administrative Committee – Erode Vasavi Jaycees, Erode	Vice President
1998	Administrative Committee – Erode Vasavi Jaycees, Erode	Director
2018 - 2019	Administrative Committee – Centre for Nehru Studies	Co-ordinator

2016 - 2018	Board of Studies – PSG College of Technology, Coimbatore	Expert Member
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Ph.D. Thesis Guided

- No. of PhD Thesis evaluated : 15
- No. of PhD Public Viva Voce Examination conducted : 15

S. No	Name of theScholar	Title of the Thesis	Year of Completion
1	B.JOHN WILSON	A STUDY ON CUSTOMER SERVICE QUALITY OF PANDYAN GRAMA BANK IN SIVAGANGAI DISTRICT	2015
2	N.CHITRADEVI	IMPACT OF MACROECONOMIC VARIABLES ON STOCK RETURNS- EVIDENCE FROM EMERGING AND DEVELOPED STOCK MARKETS	2016
3	M.GANESAN	A STUDY ON CONSUMER BRAND PREFERENCE AND SATISFACTION OF HOUSEHOLD ELECTRONICS PRODUCTS IN SIVAGANGAI DISTRICT	2016
4	M.MANIKANDAN	CONSUMER BEHAVIOUR TOWARDS SELF-SERVICE TECHNOLOGIES OF NATIONALISED BANKS IN SIVAGANGA DISTRICT	2016
5	G.LAKSHMI	A STUDY ON THE EFFECTIVENESS OF DATA MINING TECHNIQUES ON THE APPLICATION OF SOURCING	2016
6	D. KARTHIKEYAN	INNOVATION AND DEVELOPMENT OF RURAL ENTREPRENEURS IN MADURAI DISTRICT	2018
7	S.SRIDEVI	WORK INTEGRATED LEARNING PRACTICES IN B-SCHOOLS IN TAMILNADU STATE - AN ANALYSIS	2020
8	R.VELUSAMY	IMPACT OF EMOTIONAL INTELLIGENCE ON EMPLOYEES" BEHAVIOUR IN PRIVATE HOSPITALS WITH SPECIAL REFERENCE TO COIMBATORE CITY	2021
9	K.JANAKIPRIYA	A STUDY ON CONSUMERS" STORE CHOICE BEHAVIOUR IN JEWELLERY RETAILING WITH SPECIAL REFERENCE TO MADURAI CITY	2021

10	P.NANDAKUMAR	A STUDY ON MARKETING STRATEGIES USED IN USED CAR MARKET WITH SPECIAL REFERENCE TO COIMBATORE AND ERODE DISTRICT	2021
11	ASWATHY MOHAN	IMPACT OF CORPORATE ETHICAL VALUE ON EMPLOYEE BEHAVIOUR WITH REFERENCE TO MICRO-FINANCE INSTITUTIONS OPERATING IN KERALA	2022
12	E.SARALADEVI	RETENTION STRATEGIES FOR PREVENTING WORKPLACE INCIVILITY AND BURNOUT AMONG HEALTHCARE EMPLOYEES SPECIAL REFERENCE TO MULTISPECIALITY HOSPITALS IN MADURAI DISTRICT	2022
13	K.SANTHANALAXMI	TALENT MANAGEMENT FOR SUSTAINABLE DEVELOPMENT OF STAR HOTELS IN TAMILNADU	2022
14	M.FAISAL	CUSTOMER PERCEPTION ON SERVICE QUALITY OF MULTI SPECIALITY HOSPITALS IN MADURAI	2022
15	GONNABATTULA SANJANA KUMARI	ROLE OF EMOTIONAL INTELLIGENCE IN SELECTED BPO COMPANIES WITH RESPECT TO PERFORMANCE ENHANCEMENT IN CHENNAI REGION	2022

List of Research Articles / Recent Publications

S. No	Authors/Title of the paper/Journal	Impact Factor
1	Wilson, B. J., & Chandramohan, S. (2013). COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF PANDIAN GRAMA BANK AND PALLAVAN GRAMA BANK IN TAMILNADU. <i>International Journal of Applied Financial Management Perspectives</i> , 2(3), 595.	1.0
2	Ganesan, M., & Chandramohan, S. (2013). An empirical study on challenges of service marketers in changing business environment. <i>International Journal of Applied Services Marketing Perspectives</i> , 2(4), 667.	2.5
3	Ganesan, M., & Chandramohan, S. (2015). A Study on Consumer Brand Preference and Satisfaction of Household Electronic Products in Sivaganga District. <i>International Journal of Advanced Research in Management and Social Sciences</i> , 4(12), 99-112.	2.0

4	Manikandan, M., & Chandramohan, S. (2015). Mobile wallet-a virtual physical wallet to the Customers. <i>Indian journal of research</i> , 4(9).	1.9
5	Manikandan, M., & Chandramohan, S. (2016). A study on awareness level of mobile wallets servives among management students. <i>International Journal of Advanced Research in Management and Social Sciences</i> , 5(7), 10-19.	2.3
6	Mohan, A., & Chandramohan, S. (2018). Impact of corporate governance onsustainability and outreach of microfinance institutions: Empirical evidence from India. <i>ACADEMICIA: An International Multidisciplinary Research Journal</i> , 8(11), 97-107.	2.7
7	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
8	Faisal, M., & Chandramohan, S. SERVICE QUALITY OF MULTI-SPECIALTY HOSPITALS AT MADURAI DISTRICT.	1.2
9	Mohan, A., & Chandramohan, S. (2018). Impact of corporate governance on firm performance: Empirical evidence from India. <i>IMPACT: International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL) ISSN (P)</i> , 2347-4564.	2.2
10	Faisal, M., & Chandramohan, S. (2018). FACTORS EFFECTING PATIENT SATISFACTION IN MULTI SPECIALITY HOSPITALS. <i>Advance and Innovative Research</i> , 136.	2.6
11	Santhanalaxmi, K., & Chandramohan, S. (2019). Talent management: A tactic to develop organisational performance for business sustainable. <i>International Journal of Scientific Research and Review</i> , 8(1), 420-426.	1.3
12	Santhanalaxmi, K., & Chandramohan, S. (2019). Succession Planning–An Intricate Phase in Talent Management System in Selected Organisations in Tamilnadu. <i>International journal of advanced science and technology</i> , 28(19), 967-975.	1.0
13	Chandramohan, S. (2019). Consumer Brand Engagement on Social Media: A Review of Typology and Message Strategy for Marketers. International Conference on Business and Information (ICBI–2019),[Doctoral Colloquium], Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka.	0.7
14	Santhanalaxmi, K., & Chandramohan, S. Work-Life balance of employees in Hyundai Motors India Limited, Chennai.	0.6

15	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.	0.9
16	Saraladevi, E., Chandramohan, S., & Millath, M. A. (2019). Online shopping behavior pattern among school children. <i>International Journal of Recent Technology and Engineering</i> , 8(2), 695-699.	1.1
17	Sridevi, S., & Chandramohan, S. (2019). An interrogation on newsjacking in content marketing. <i>International Journal of Recent Technology and Engineering</i> , 8, 572-575.	2.4
18	Santhanalaxmi, K., & Chandramohan, S. Repercussion of Talent Management on Workforce Retention in Selected Hotels in Madurai.	1.6
19	Ganesan, D. M., & CHANDRAMOHAN, D. S. (2019). A study on customer satisfaction of house hold electronic products in Sivagangai District. <i>IJRAR-International Journal of Research and Analytical Reviews (IJRAR)</i> , E-ISSN, 2348-1269.	1.2
20	Santhanalaxmi, K., & Chandramohan, S. Agripreneurship—a way to boost up economy.	2.7
21	Chandramohan, S. (2020). A Study on Antecedent of Student Engagement and the Implication of Education Technology in the Higher Education Sector in Sri Lanka.	2.5
22	Saraladevi, E., Chandramohan, S., & Latha, S. (2020). Impact of Retention Strategies in Sustainable Development among School Teachers.	1.2
23	Gonnabathula, S. K., & Chandramohan, I. D. S. (2020). IMPACT OF EMOTIONAL INTELLIGENCE ON JOB SATISFACTION AT TATA CONSULTANCY SERVICES, CHENNAI, TAMILNADU STATE A CASE STUDY. <i>International Journal of Management (IJM)</i> , 11(12).	1.0
24	Mohan, A., & Chandramohan, S. (2021). Corporate Ethical Orientation: Impact on Ethical Behavior and Person Job Fit. <i>Aswathy Mohan and S. Chandramohan, Corporate Ethical Orientation: Impact on Ethical Behaviour and Person Job Fit, International Journal of Management</i> , 11(12), 2020.	2.6
25	Premkumar, M., Kongeswaran, T., Sivakumar, K., Muruganatham, A., Muthuramalingam, R., Chandramohan, S., & Vasanthavigar, M. (2022). Spit Evolution and Shoreline Changes Along Manamelkudi Coast Using Geo-Spatial Techniques and Statistical Approach. <i>Journal of Climate Change</i> , 8(2), 59-67.	1.9
26	Kongeswaran, T., Muthuramalingam, R., Sivakumar, K., Venkatramanan, S.,	2.7

	Muruganantham, A., Bangaru Priyanga, S., & Chandramohan, S. (2023). Study of Palaeoclimate Reconstruction Using Sediments and Micropaleontology in the Karankadu Estuary, Ramanathapuram District, Tamil Nadu, India. <i>Journal of Climate Change</i> , 9(2), 17-29.	
27	Chakkaravarthy Kumaresan, R., & Chandramohan, S. (2023). Brand building challenges for fast moving consumer goods.	1.8

List of Books / Chapters / Monographs / Manuals

S. No.	Title of the Books / Chapters / Monographs / Manuals	ISBN	Year of Publication
1	“A Comparative Study of E-banking Services provided by Nationalized and Private Banks in Tirunelveli District” – MODERN TECHNOLOGY & APPLICATION FOR DIGITAL BANKING	978-93-83061-16-7	2022
2	“Case Study on the Digital Banking Services of Federal Bank” – MODERN TECHNOLOGY & APPLICATION FOR DIGITAL BANKING	978-93-83061-16-7	2022
3	“India’s Green Banking: A Prose Analysis” – MODERN TECHNOLOGY & APPLICATION FOR DIGITAL BANKING	978-93-83061-16-7	2022
4	“Climate Change & Stress: A Study of Perception Among Farmers” – A MULTIDISCIPLINARY APPROACH ON FUTURE PROSPECTS OF SUSTAINABLE DEVELOPMENT (VOLUME 2)	978-93-91131-53-1	2022
5	“A Study on Women Welfare Oriented Programmes in Tamil Nadu” – A MULTIDISCIPLINARY APPROACH ON FUTURE PROSPECTS OF SUSTAINABLE DEVELOPMENT (VOLUME 2)	978-93-91131-53-1	2022
6	“Problems and Prospects of MSME’s in India: A Study” – A MULTIDISCIPLINARY APPROACH ON FUTURE PROSPECTS OF SUSTAINABLE DEVELOPMENT (VOLUME 2)	978-93-91131-53-1	2022
7	“Development and Application of Molecular Docking Computational Tools in Drug Discovery” – A MULTIDISCIPLINARY APPROACH ON FUTURE PROSPECTS OF SUSTAINABLE DEVELOPMENT	978-93-91131-50-0	2022
8	“Impact of Digital Education among the Rural Areas of Tamil Nadu” – DEPTH AND EXPANSE OF ONLINE MARKETING METTLE	9-789-389-146-394	2019

9	“Role of Human Resource Management in Sustainable Tourism of India” – RECENT TRENDS IN GLOBAL SUSTAINABLE TOURISM RESEARCH	978-93-89146-64-6	2019
10	“A Compendium of Revelation on the Impact of Tourist’s Arrival on the Foreign Exchange Earnings in India” – RECENT TRENDS IN GLOBAL SUSTAINABLE TOURISM RESEARCH	978-93-89146-64-6	2019
11	“Corporate Social Responsibility of Educational Sector” – SOCIAL RESPONSIBILITY	978-93-87756-32-8	2019
12	“Issues in Implementing Blockchain Technology in Banking Industry” – DIGITAL BANKING FOR SUSTAINABLE DEVELOPMENT (VOLUME II)	978-93-87865-15-0	2019
13	“Green Banking Towards Sustainable Development” – DIGITAL BANKING FOR SUSTAINABLE DEVELOPMENT (VOLUME II)	978-93-87865-15-0	2019
14	“Cashless Payment: A Social Transform to Economic Development” – PARADIGM SHIFTS IN COMMERCE AND MANAGEMENT - 2018	978-93-85101-67-0	2018
15	“A Conceptual Framework of Consumer Innovation and Its Adoption” – GLOBAL GROWTH: GEARS & GLOWS	978-81-933316-4-4	2017
16	“Performance Evaluation of Foreign Banks Operating in India in Comparison with Indian Banks, Fuzzy-Dea Approach” – INNOVATIVE PRACTICES IN MODERN BUSINESS	978-81-92361-08-1	2017
17	“Quality Start-Up by the Female Entrepreneurs” – PERSPECTIVES ON ENTREPRENEURIAL RESURGENCE & INNOVATIONS	978-81-9259-745-4	2016
18	“Women Entrepreneurship in Indian Banking Industry” – PERSPECTIVES ON ENTREPRENEURIAL RESURGENCE & INNOVATIONS	978-81-9259-745-4	2016

Resource persons in various capacities

National Conferences	:	15
International Conferences	:	12
Invited Lectures	:	53

Date : 27.03.2024

Place : Karaikudi



Dr.S.Chandramohan

Professor