

**Name** : Dr. R. Muthukumar  
**Designation** : Assistant Professor  
**Department** : Commerce Banking and Insurance  
**Qualification** : M. Com., M. Phil., PGDCA, Ph. D.  
**Experience** : Teaching: 7 Years  
**Area of Specialization(s)** : Marketing, Finance and Income Tax  
**Email (Official ID)** : muthukumar@drngpasc.ac.in

#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Kovai Kalaimagal College of Arts and Science	2018
PGDCA	Computer Applications	Kovai Kalaimagal College of Arts and Science	2013
M. Phil.	Commerce	PSG Arts and Science College	2011
M. Com.	Commerce	Government Arts College	2010
B. Com.	Commerce	Kovai Kalaimagal College of Arts and Science	2008

#### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
NPTEL	Marketing Research and Analysis	IIT, Roorkee	2018
NPTEL	Research Writing	IIT, Kharagpur	2017

#### Research Publications (Indexed)

##### International

- 1) Dr. R. Muthukumar, Dr. L. Senthil Kumar, **Users Perception and Awareness of Internet Services in Coimbatore District**, Journal of Emerging Technologies and Innovative Research, 2019 Volume-6, Issue- 1, Impact Factor 5.87, ISSN: 2349-5162, (Indexed in UGC).

#### Other Publications: International / National Journals

- 1) Dr. R. Muthukumar, **Identification of Factors Influencing Purchase of Internet Plans among Customers A Study in Coimbatore District**, International Journal of Business and Administration

Research Review (IJBARR)Volume No 2, Issue No 16, December 2016, PP.9-12 Impact Factor 3.853, ISSN:2348-0653, E-ISSN: 2347-856X.

- 2) Dr. R. Muthukumar, **Satisfaction Level of the Consumer towards the Broadband Service Providers**, International Journal of Management and Social Science Research Review (IJMSRR)Volume NO 1, Issue No 29, November 2016, PP.84-89 Impact Factor 3.996, ISSN:2349-6738, E-ISSN: 2349-6746.
- 3) Dr. R. Muthukumar, **Brand Loyalty and Customer Satisfaction of Internet Service Providers**, International Journal of Research In Computer Application And Management (IJRCM) Volume No 5 (2015), Issue No 29, September 2015, IC Value 5.09, ISSN: 2231-1009.
- 4) Dr. R. Muthukumar, **Financial Management - A Theoretical Aspect**, International Journal of Commerce and management ResearchVolume -V, Issue No.2, July- September 2017, Impact factor 4.532, Print ISSN: 2321-3604, Online ISSN: 2321-3612.

#### Consultancy

Nature of Consultancy	Client	Amount	Completion Status
Computerized Accounting	Hema Metal Works, Coimbatore	Rs. 5,000	Completed

#### Presentations in Conference

- 1) **Issues in Online Trade Practices**, International Conference on Impact of Cybercrime and Security Management in Digital Transactions Issues and Challenges, Sankara College of Science and Commerce, Coimbatore, 5-Oct-18.
- 2) **Digital Transaction Banking Opportunities & Challenges**, National Conference on Disruption in Banking sector in the current scenario, Dr. N.G.P. Arts and Science College, Coimbatore, 28-Feb-18.
- 3) **Impact of Cashless Economy in India**, National Conference on India's move towards Cashless economy, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 13-Feb-18.
- 4) **Branchless Banking of Transformation in Banking**, National Conference on Disruptive Technologies in Financial Services, Kovai Kalaimagal College of Arts and Science, Coimbatore, 22-Sep-17.
- 5) **Digitalization and Tax Reforms**, International Conference on New Digital Economy in India- Challenges, Opportunities, Rathinam College of Arts and Science, Coimbatore, 18-Aug-17.

- 6) **Corporate Governance**, National Conference on Corporate Ethics and Business Sustainability, Dr.N.G.P Arts and Science College, Coimbatore, 30-Sep-14.
- 7) **Insurance Sector**, International Conference on Global Finance : Issues and Challenges, S.N.R Sons College, Coimbatore, 27-Aug-14.
- 8) **Computer Assisted Audit Tools**, National Seminar on Recent Trends in Auditing, Thiruvalluvar Government Arts College, Rasipuram, 30 & 31-Jan-13.
- 9) **International Financial Reporting Standard**, National Conference on Contemporary Accounting- Standards & Issues, Dr. N.G.P. Arts and Science College, Coimbatore, 7-Oct-13.
- 10) **Success Stories of Women Entrepreneurs**, National level Seminar on Empowering Women through Entrepreneurship, Kongunadu Arts and Science College, Coimbatore, 7-Aug-13.
- 11) **Best Practices and Innovation in Higher Education Institutions**, National level Seminar on Quality education for social transformation, Kovai Kalaimagal College of Arts and Science, Coimbatore, 1 & 2-Mar-13.
- 12) **E-Marketing**, National level Seminar on Contemporary Issues in Business Practices, Kongunadu Arts and Science College, Coimbatore, 29-Sep-12.
- 13) **Risk Management in Organizing Project under Service Sectors**, National Level Seminar on Risk Management, Karpagam University, Coimbatore, 8-Oct-10.
- 14) **Online Banking Service**, National Level Seminar on E-Commerce Applications in Banking Industry, Kongunadu Arts and Science College, Coimbatore, 29-Sep-10.
- 15) **Change Management**, National Conference on Crisis Management, Adithya Institute of Technology, Coimbatore, 23-Sep-10.

### **Participation in Workshop**

- 1) **NLP for Educators**, Society of Amaranthine Educators (SAE), Happy Valley Business School, Coimbatore, 18-Aug-18.
- 2) **Multiple Facet of Research**, Sri G.V.G. Visalakshi College for Women, Udumalpet, 18 & 19-Jul-14.
- 3) **Prepare, Present, Publish and get Prominence**, PSG College of Arts, Science, Coimbatore, 28 to 30-May-11.

### **Participation in Orientation Programme / Short Term Courses**

- 1) **SPSS Hands on Training (Social Sciences)**, (UGC Sponsored Short Term Course), UGC – Academic Staff College, Bharathiar University, 7 to12-Oct-14.
- 2) **Train the Trainer Program**, Infosys BPO Ltd, Mysore, 3 to12 Jan-13.

### **Participation in Faculty Development Programme**

- 1) **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3 to 9-Dec-18.
- 2) **Entrepreneurship and Skill Development**, Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore, 22 to 24-Aug-12.