

Name : C. Eahambaram
Designation : Assistant Professor
Department : Commerce with Computer Applications
Qualification : M.Com. (CA), M. Phil., PGDCA.
Experience : Teaching : 8 Years
Area of Specialization(s) : Finance, Marketing, Management Accounting
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Dr. N.G.P. Arts and Science College	Pursuing
M. Phil.	Commerce	Dr. N.G.P. Arts and Science College	2014
M. Com. (CA)	Computer Applications	Karpagam University	2011
B. Com.	Commerce	C.B.M. College	2008

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
NPTEL	Principles of Human Resource Management	IIT, Kanpur	2018
PGDCA	Diploma	Bharathiar University, Coimbatore.	2009

Projects

On-going

Project Title	Agency	Amount	Duration
A Study on Socio Economic Condition and Quality of Work Life Among Women Workers in Textile Industry with Special Reference to Coimbatore District	UGC-SERO	Rs. 1,35,000	2019

Research Publications (Indexed)

International

- 1) Dr. M. S. Ranjithkumar, Mr. C. Eahambaram, **A Study on Profitability Analysis of Indian Selected Automobile Industry In India**, International Journal for Research in Engineering Application and Management, Vol.04 No.7 Special Issue, pp.123-136, October 2018, ISSN:2454-9150, (Indexed in UGC).
- 2) Mr. C. Eahambaram, Ms.S.Latha, **SWOT-Analysis E-Banking Services of State Bank of India**, International Journal of Scientific Research and Review, Vol.7 No.11 Special Issue, pp.70-72, September 2018. ISSN: 2279-543X. (Indexed in UGC).
- 3) Dr. T. Snekalatha, Mr. C. Eahambarm, **GST and its Impact on Economic Growth of India**, Journal of Management and Science, No.1 Special Issue, pp.232-234, September 2017, ISSN:2249-1260. (Indexed in UGC).
- 4) Dr. M. S. Ranjithkumar, Mr. C. Eahambarm, Ms. N. Priyanandhini, **Market Research on Factor Affecting Customer Satisfaction in Retail Banking**, Jamal Academic Research Journal: An INTERDISCIPLINARY, No.2 Special Issue, pp. 740-741, January 2017, ISSN:0973-0303. (Indexed in UGC).

National

- 1) Dr. T. Snekalatha, Mr. C. Eahambaram, **A Research on Factors Affecting Customer Satisfaction in Retail Banking**, International Journal of Applied Research, Vol.2 No.8 Special Issue, pp. 675-676, August 16, ISSN: 2394-5869.
- 2) Dr. S. Saravanan, Dr. B. Thangaraj, Mr. C. Eahambaram, **A Study on Working Capital Management of Cement Companies with Special Reference to the Associated Cement Companies Limited and Chettinad Cement Corporation**, Global Journal of For Research Analysis, Vol.3 No.2 Special Issue, pp.16-18, February 2014. ISSN: 2277-8160.
- 3) Mr. Eahambaram, **A Study on Customer Satisfaction towards Four Season Restaurant in Coimbatore City**, Indian Journal of Applied Research, Vol. 3 No.6 Special Issue, pp. 13-15, July 2013, ISSN:2249-555X.

- 4) **Mr. C. Eahambaram, A Study on the Effectiveness of Television Advertisement with Special Reference to Textile Showroom in Coimbatore City**, Indian Journal of Applied Research, Vol. 3 No.6 Special Issue, pp. 19-21, June 2013, ISSN:2249-555X .

Presentations in Conference

International

- 1) **Rural Development through Technology Advancement in Agriculture and Technological Marketing**, International Conference on Advances in Commerce and Management, Pioneer College Of Arts and Science, Coimbatore, 18-Feb-17.

National

- 1) **GST A Game Change for Indian Economy**, National Level Conference on Impact of GST on E-Commerce, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 16-Mar-17.

Participation in Conference

International

- 1) **Impact of Digital Economy in India**, Bharathidasan College of Arts and Science, Ellispettai, 12-Sep-18.
- 2) **Digital Marketing**, Indian Women Network of Confederation of Indian Industry, Coimbatore Chapter, 30-Oct-18.
- 3) **Information and Communication Technology for Business Turnround: Sustainability, Growth and Innovation**, Vivekanandha College of Arts and Sciences for Women, Tiruchengode, 1&2-Feb-18.

Participation in Seminars

- 1) **Remonetisation: Introspect and Prospect**, Vellalar College for Women, 30-Aug-17.
- 2) **Unorganised Labourer Challenges and Opportunity in Indian Context**, Dr. N.G.P. Arts and Science College, Coimbatore 24-Aug-16.
- 3) **Women Entrepreneurship and Growth and Performance of MSMES in India**, Dr. N.G.P. Arts and Science College, Coimbatore 16-Aug-16.

- 4) **Impact of Dividend Policy on Shareholders' Value**, Gobi Arts and Science College, 25 & 26-Sep-15.
- 5) **Agri Business in Indian Scenario**, Dr. N.G.P. Arts, Science College, Coimbatore, 20-Aug-15.
- 6) **Management in New Era – Issues & Challenges**, Dr. G.R. Damodaran College of Science, Coimbatore, 14-Feb-13.
- 7) **Consumer Protection Act and Measures**, Hindustan College of Arts and Science, Coimbatore, 1-Feb-13.
- 8) **E - Finance**, RVS Institute of Management, Coimbatore, 15-Sep-12.
- 9) **Social Networking Opportunities**, Vellalar College for Women, Thindal, 7 & 8-Aug-12.
- 10) **Kisan Credit Card**, Dr. N.G.P. Arts and Science College, Coimbatore, 23-Sep-11.
- 11) **Role of Information Technology in Promotion of Banking Sector**, SNR SONS College, Coimbatore, 17-Mar -10.
- 12) **Facts of Commerce**, Sree Narayana Guru College, Coimbatore, 19-Feb-10.
- 13) **Banking Strategy and Technology by Mobile Banking**, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore, 16-Feb-10.
- 14) **Financial Markets Innovations**, VLB Janakiammal College of Arts and Science, Coimbatore, 6-Feb-10.
- 15) **Customer Relationship Management**, Hindustan College of Arts and Science, Coimbatore, 29-Jan-10.
- 16) **Financial Re-Engineering Strategies and Regulations**. Dr. N.G.P. Arts and Science College, Coimbatore, 28-Jan-10.
- 17) **Process and Nature of Bio-Tech Products**, Chikkanna Government Arts College, Tirupur, 26 & 27-Mar-10.
- 18) **Awareness about Scheduled Tribes**, Yadava College, Madurai, 30-Dec-09.
- 19) **Impact of World Economic Slowdown on Labour Market in India**, Selvam Arts and Science, Namakkal, 11-Oct-09.

Participation in Workshop

- 1) **Ethics and Corporate Social Responsibility**, Kongunadu Arts and Science College, Coimbatore, 7-Sep-11.

Participation in Faculty Development Programme

- 1) **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3-Dec-18 to 9-Dec-18.
- 2) **Retail CPG and Market Research Conducted**, Tata Consultancy Services in association with PSG College of Arts and Science, 6 to 8-Dec-17.

Conference / Seminar / Workshop Organized

- 1) Member of Organizing Committee, National Conference on Opportunities and Challenges of Business in the Digitalized Era, Dr. N.G.P. Arts and Science College, Coimbatore, 27 & 28-Sep-18.
- 2) Member of Organizing Committee, National Seminar on Impact of Goods and Services Tax, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.
- 3) Member of Organizing Committee, National Seminar on Challenges and Opportunities in Rural Marketing and its impact on Rural Development, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Sep-15.
- 4) Member of Organizing Committee, National Seminar on Financial Inclusion for sustainable financial development, Dr. N.G.P. Arts and Science College, Coimbatore, 6-Sep-13.
- 5) Member of Organizing Committee, National Level Seminar on Role of banking sector in Rural Economic Development, Dr.N.G.P. Arts and Science College, Coimbatore, 23- Sep-11.