

Name : Dr. P. Jayasubramanian
Designation : Associate Professor
Department : Commerce with Computer Applications
Qualification : M. Com., M. Phil., Ph.D., PGDCA, MBA, (Ph. D.)
Experience : Teaching: 17 Years Industry: 1Year Research: 12 Years
Area of Specialization(s) : Finance, Marketing
Email (Official ID) : drjayasubramanian@drngpasc.ac.in

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D	Management	Kamaban College of Arts & Science	Pursuing
Ph. D.	Commerce	Tirupur Kumaran College for Women	2010
MBA	Management	Bharathiar University	2010
M. Phil.	Commerce	RVS College of Arts & Science	2003
M. Com.	Commerce	RVS College of Arts & Science	2001
B. Com.	Commerce	Bharathiar University	1999

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
NPTEL	Principles of Human Resource Management	IIT, Kanpur	2018
PGDCA	Computer Applications	Pondicherry university	2004

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	7	4
M. Phil.	7	-

Research Publications (Indexed)

International

- 1) Dr. P. Jayasubramanian, **The Challenges and Strategies of Marketing in Rural India**, Emperor International Journal of Finance and Management Research, Volume – 1, Issue – 1, March – 2017, ISSN: 2395-5929 /95-102. (Research Gate).
- 2) Dr. P. Jayasubramanian, **Digital Commerce Policy: A Value Design Instrument**, International Journal of Multidisciplinary Research and Development , Volume – 7, Issue – 2, February – 2017, ISSN - 2249-555X, IF : 3.919, IC Value : 79.96/ page no.691-692. (Google Scholar).
- 3) Dr. P. Jayasubramanian, **Liquidity Analysis of Selected Indian Pharmaceutical COMPANIES**, International Journal of Multidisciplinary Research and Development Volume 03, Issue 1, Jan 2017, ISSN: Print 2349-5979 ISSN: online 2349-4182, pp 267-271. Impact factor value: 5.74. (Google Scholar).
- 4) Dr. P. Jayasubramanian, **Profitability Analysis of Selected Indian Pharmaceutical Companies**, International Journal of Multidisciplinary Research and Development, Volume – 7, Issue – 1, January – 2017, ISSN - 2249-555X, IF : 3.919, IC Value : 79.96 /732-734. (Google Scholar).
- 5) Dr. P. Jayasubramanian, **A Study on Motivational Needs of Employees in Departmental Stores with Special Reference to Coimbatore City**, International Journal of Advanced Educational Research Volume 2, Issue 3 (2017), ISSN: 2455-9040, Pages: 149-153, Impact factor: 5.12. (Google Scholar).
- 6) Dr. P. Jayasubramanian, **Factors Influencing Freight Forwarders in Selection of Airlines**, International Journal of Interdisciplinary Research in Arts and Humanities, Volume – 1, Issue – 1, Dec – 2016, ISSN (Online): 2456 – 3145, IF : 4.675, page :141-142, (Google Scholar).
- 7) Dr. P. Jayasubramanian, **Financial Analysis of Sakthi Sugar Private Limited, Coimbatore**, International Journal of Multidisciplinary Research and Development, Volume 02, Issue 10, October - 15, ISSN: Print 2349-5979 ISSN: online 2349-4182, pp.246-250, Impact factor value: 5.74. (Google Scholar)
- 8) Dr. P. Jayasubramanian, **A Study of Consumer Satisfaction towards LED Technology with Reference to LED TV Coimbatore of Tamil Nadu**, International Journal Of Applied Research Volume 01, Issue 10, August -15, ISSN: Print 2394-7500 ISSN: online 2394-5869, pp.866-870. Impact factor value: 5.2. (Google Scholar).

- 9) Dr. P. Jayasubramanian, **A Study on Information, Communication Technologies Learning Practices in Educational Institutions in Coimbatore**, International Journal Of Applied Research Volume 01, Issue 08, June -15, ISSN: Print 2394-7500 ISSN: online 2394-5869, pp.480-485. Impact factor value: 5.2. (Google Scholar).
- 10) Dr. P. Jayasubramanian, **A Study on Customer Satisfaction towards Online Shopping**, International Journal of Applied Research, Volume 01, Issue 08, June -15 , ISSN: Print 2394-7500 ISSN : online 2394-5869, pp.489-495, Impact factor value : 5.2. (Google Scholar).
- 11) Dr. P. Jayasubramanian, **Enhancing Financial Strength: An Analysis on Indian Shipping Industries**, International Journal of Multidisciplinary Research (ACME), Volume 03, Issue 02, Feb -15, ISSN: 2320-236X, pp.36-43. Impact factor value: 5.79. (EBSCO)
- 12) Dr. P. Jayasubramanian, **Perception of Households towards Waste Management and its Recycling In Coimbatore**, International journal of multidisciplinary Research and Development Vol. 02, Issue 01, January -15, E-ISSN: 2349-4182, P- ISSN: 2349-5979, pp.510-515. Impact factor value: 3.762. Google Scholar
- 13) Dr. P. Jayasubramanian, **A study on Salaried Assesses Awareness on Income Tax Provisions with Reference to the Coimbatore city**, International Journal of Scientific Research, Vol. 04, Issue 01, January -15, ISSN: 2277-8179, pp.53-55. Impact factor: 3.2416. (Google Scholar).
- 14) Dr. P. Jayasubramanian, **A study on Cargo Movement Strategies of Logistics Players (Liners) in Marine Trade (With special reference to Tuticorin V.O.C Port)**, International Journal of Multidisciplinary Research and Development, Vol.02, Issue 01, December 2014 , E-ISSN: 2349-4182, P- ISSN: 2349-5979, pp.143-146. Impact factor value: 3.762. (Google Scholar).
- 15) Dr. P. Jayasubramanian, **Solar Energy System in India**, IOSR Journal of Business and Management, Vol. 7, Issue 01, Jan- Feb 2013, PP. 61-68. (Google Scholar).

National

- 1) Dr. P. Jayasubramanian, **A Study on Problems faced by the Employees Working in Departmental Stores With Special Reference to Coimbatore City**, Indian Journal of Applied Research Volume-7 Issue-12 December-2017 ISSN - 2249-555X IF : 4.894 IC Value : 86.18 PP. 615-616. (Google Scholar).

- 2) Dr. P. Jayasubramanian, **Influence of Demographic Factors on Job Stress among Private Sector Bank Employees in Coimbatore District**, National Journal of Multidisciplinary Research and Development Volume 2, Issue 3 (2017) ISSN: 2455-9040, Pages: 393-397, Impact factor: 5.22. (Google Scholar).
- 3) Dr. P. Jayasubramanian, **Employees' Attitude towards Human Resource Practices in Private Sector Banks**, PARIPEX- Indian Journal of Research, Volume – 6, Issue – 6, June – 2017, ISSN No. 2250-1991, Impact factor: 5.761, IC Value : 79.96. (Google Scholar).
- 4) Dr. P. Jayasubramanian, **A Study on Level of Satisfaction of Employees towards Departmental Stores with Special Reference to Coimbatore City**, National Journal of Multidisciplinary Research and Development, Volume 2, Issue 3 (2017) ISSN: 2455-9040, Pages: 305-307, Impact factor: 5.22. (Google Scholar).
- 5) Dr. P. Jayasubramanian, **Rural Poverty and Poverty Alleviation Programmes in India**, Indian Journal of Applied Research, Vol. 4, Issue 08, August 2014, PP. 607-609, ISSN No. 2249-555x, Impact factor: 2.1652. (Google Scholar).
- 6) Dr. P. Jayasubramanian, Indian Journal of Applied Research, Green Finance Vol. 4, Issue 08, August 2014, PP. 610-612, ISSN No. 2249-555x, Impact factor: 2.1652. (Google Scholar).
- 7) Dr. P. Jayasubramanian, **A Study on Consumer Awareness and Attitude towards Consumer Protection Measures**, Indian Journal of Applied Research, Vol. 1 , Issue 12, September 2012, PP. 29-31, ISSN No. 2249-555x, Impact factor: 0.8215. (Google Scholar).
- 8) Dr. P. Jayasubramanian, **A Study on Customer Satisfaction towards Bank ATM Cards**, Indian Journal of Applied Research, Vol. 1, Issue 12, September 2012, PP. 14-16, ISSN No. 2249-555x, Impact factor: 0.8215. (Google Scholar).
- 9) Dr. P. Jayasubramanian, **Customer Satisfaction Level of Hindu Newspaper**, PARIPEX- Indian Journal of Research Vol. 1, Issue 09, September 2012, PP. 155-157, ISSN No. 2250-1991, Impact factor: 0.3208. (Google Scholar).
- 10) Dr. P. Jayasubramanian, **Emerging Trends in Indian Business Environment Organized Retail Sector**, PARIPEX- Indian Journal of Research, Vol. 1 , Issue 09, September 2012, PP. 158-160, ISSN No. 2250-1991, Impact factor: 0.3208. (Google Scholar).

- 11) Dr. P. Jayasubramanian, **Implementation of ERP in Business Process based on Cloud Computing**, PARIPEX- Indian Journal of Research, Vol. 1, Issue 08, August 2012, PP. 87-90, ISSN No. 2250-1991, Impact factor: 0.3208. (Google Scholar).
- 12) Dr. P. Jayasubramanian, **Pioneering Methods of Teaching in Higher Education**, PARIPEX- Indian Journal of Research, Vol. 1, Issue 08, August 2012, PP. 55-56, ISSN No. 2250-1991, Impact factor: 0.3208. (Google Scholar).
- 13) Dr. P. Jayasubramanian, **A Study on the Role of Customs House Agent in International Business with Special Reference to Coimbatore City**, PARIPEX- Indian Journal of Research, Vol. 1, Issue 03, March 2012, PP. 97-98, ISSN No. 2250-1991, Impact factor: 0.3208. (Google Scholar).

Other Publications: International / National Journals

National

- 1) Dr. P. Jayasubramanian, **Research Directions ‘Freight Handling Approaches of Indian Logistics Industry – An Investigation’**, Volume – 6, Issue – 1, July- 2018, Impact Factor: 5.1723(UIF). ISSN: 2321-5488. (UGC Approved Journal no. 45489)

International

- 1) Dr. P. Jayasubramanian, **Opinion Of Logistics Intermediaries On The Decision Process In Choosing Airlines**, EPRA International Journal of Economic and Business Review, Volume - 6, Issue- 5, May 2018, e-ISSN : 2347 – 9671, p- ISSN : 2349 – 0187/Page no. A-16-27.
- 2) Dr. P. Jayasubramanian, **Financial Performance of Select Paper Companies in India** , VEL International Journal of Social Sciences, Volume 02, Issue 03, May -15, ISSN: 2394-1316, pp.58-60.
- 3) Dr. P. Jayasubramanian, **Financial Performance of Paper and Paper Product**, VEL International journal of Social Sciences, Volume2, Issue1, -15, ISSN: 2394-1316, pp 70-72.
- 4) Dr. P. Jayasubramanian, **A Study on Salaried Assesses Preference towards Tax Planning Practices with Reference to the Coimbatore City**, Intercontinental Journal of Banking, Insurance and Finance Vol. 01, Issue 05, December 2014, ISSN: 2350-0875 (online), ISSN: 2350- 0867 (Print), pp.28-42, Impact factor: 0.450.

ISBN Publications

- 1) **Empowerment of women Entrepreneurship In Indian context**, National Level Seminar of Economic empowerment of Women through entrepreneurship, Dr. N.G.P. Arts and Science College, Coimbatore, 16.08.2016. ISBN: 978-81-920808-7-1.
- 2) **Impact on globalization of Indian Agriculture**, National Level Seminar of Role of Agribusiness in Sustainable Rural Entrepreneurship Development, Dr. N.G.P. Arts and Science College, Coimbatore, 20.08.-15. ISBN: 978-81-920808-7-1, pp.756-761.

Presentations in Conference

- 1) **Financial Inclusion: Challenges & Opportunities**, One day National Seminar on Remonetizing India: Problems and Prospects, Dr. N.G.P. Arts and Science College, 20-Sep-17.
- 2) **Role of Sustainable Development in Indian Economy**, Two day National Seminar on Sustainable Development and Economic growth on Global perspective, Bharathiar University Arts and Science College, Valparai, 15 & 16-Sep-16
- 3) **Unorganized Sector in India - Challenges and Opportunities in Indian Perspective and Labour Issues**, One day National Seminar on Professionalising Unorganized Sector, Dr. N.G.P. Arts and Science College, 25-Aug-16.
- 4) **Impact of Globalization on Indian Agriculture**, One day National Seminar on Role of Agribusiness in Sustainable Rural Entrepreneurship Development, Dr. N.G.P. Arts and Science College, 20-Aug-15.
- 5) **Impact of Globalization on Indian Educational Services**, National Conference on Emerging Education Models for 21st Century Learners (NCEEM-15), Association of Principals of Colleges of Bharathiar University jointly with UGC Human Resource Development Centre of Bharathiar University, 1-Aug-15.
- 6) **India's Overseas Trade in the Early Medieval Period**, National Seminar on Emerging Trends in Services sector – Challenges and Opportunities, Maharani Arts and Science College, Dharapuram, 22-Jan-15.
- 7) **International Taxation**, Conference on International Taxation, Pondicherry University, Pondicherry, 22 & 23-Jan-15.
- 8) **Banking Habits in Rural India**, One day National Seminar on Problems and Prospects of Rural Banking and Its Impact on Empowerment of Rural Households, Dr. N.G.P. Arts and Science College, 18-Dec-14.

- 9) **Crop Insurance in India**, National Level Conference on Crop Insurance in India - Need of the Hour NCCI-2014, Park's College, Tirupur, 7-Feb-14.
- 10) **E-Security Issues**, International Conference on E-Marketing - Roads A head of India, Kongunadu Arts and Science College, Coimbatore, 22-Aug-13.
- 11) **Strategy Co-Operative Learning**, International Seminar on Economic Recession and Strategies of Co-operatives, Tiruppur Kumaran College for Women, Tirupur, 6 & 7-Sep-12.
- 12) **Emerging Trends in Indian Business Environment organized Retail Sector**, National Conference on Emerging Trends in Indian Business Environment – Opportunities and Challenges, Sri Kandan College of Arts and Science, Erode, 24-Feb-12.
- 13) **Customer Satisfaction Level of the Hindu News Paper in Mettur Town**, National Conference on Consumer Protection (NCCP-2012), Citizen Consumer Club in association with Civil Supplies and Consumer Protection Department, Government of Tamil Nadu, India, Kaamadhenu Arts and Science College, Sathyamangalam, 22-Feb-12.
- 14) **Innovation for Financial Services**, National Conference on Innovative Management Practices in Modern Business Era, Nandha College of Technology, Erode, 22-Mar-12.
- 15) **Stress Management Life line for Gentext**, State Level Seminar on Blooming Opportunities in Health Care Sector, Tiruppur Kumaran College for Women, Tirupur, 6-Oct-06.
- 16) **Securities Vs Investments Gold Price Fluctuations and its Impact on Indian Economy**, Vivekanandha College of Arts and Science for Women, Tiruchengode, 14-Dec-12.
- 17) **Change Management**, National Level Seminar on Paradigm Shift in Management, Tiruppur Kumaran College for Women, Tirupur, 28-Sep-06.
- 18) **A Challenges and Opportunities of Indian Agriculture and Rural Development**, UGC Sponsored National Level Seminar on Prospects and Problems of Indian Agriculture in the Era of Globalisation, Erode Arts College, Erode, 22 & 23-Sep-05.
- 19) **Recent Trends in Agriculture Growth in India**, UGC sponsored National Level Seminar on Prospects and Problems of Indian Agriculture in the Era of Globalization, Erode Arts College, Erode, 22 & 23-Sep-05.

Participation in Workshop

- 1) **Data Analysis for Model Building**, Pondicherry University, 27 to 29-Nov-15.

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.

Conference / Seminar / Workshop Organized

- 1) Organizing secretary, Problems and Prospects of Rural Banking and its Impact on Empowerment of Rural Households, Post Graduate and Research Department of Commerce With Information Technology and Department of Commerce With Professional Accounting, Dr. N.G.P. arts and Science College, Coimbatore, 18-Dec-14.

Invited Speaker / Session Chair / Member Organizing Committee - Conference / Seminar / Workshop

- 1) Invited Speaker, Reconciliation Statement - An Analysis, Rathnavel Subramaniamcollege Arts and Science, Sullur, 28-Feb-18.
- 2) Invited Speaker, Branch Accounts - An Analysis, NIFT-TEA College, Tiruppur, 28-Jan-15.

Member in BoS

- 1) Board of Commerce (CA), Gobi of Arts and Science College, Gobi, 2019.
- 2) Board of Commerce, RVS College of Arts and Science, Coimbatore, 2013-15 and 2016-18.
- 3) Board of Commerce (PA), VLB College of Arts and Science College, Coimbatore, 2016-17.
- 4) Board of Commerce, SRMV College of Arts and Science, Periyanaickenpalayam, 2015-17.
- 5) Board of Commerce (PA), Sree Saraswathi Thiyagaraj College of Arts and Science, Pollachi, 2014-16.

Editorial / Review Board Member

- 1) Editorial Board Member, International Journal of Applied Research, Since 2014.
- 2) Editorial Board Member, International Journal of Commerce and Management Research, Since 2016.
- 3) Editorial Board Member, International Journal of Engineering and Management Research, Since 2016.