

**Name** : Dr.M.Ganesan  
**Designation** : Associate Professor  
**Department** : Commerce (Banking and Insurance)  
**Qualification** : M.Com., M.Phil., MBA., PGDCA., Ph.D.  
**Experience** :Teaching:19 Years Research: 11 Years  
**AreaofSpecialization(s)** : Finance  
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### AcademicQualifications

Degree	Branch	Institution/UniversityName	Yearof Graduation
PGDCA	Computer Applications	Alagappa University	2004
MBA	Management	Bharathiar University	2010
Ph.D.	Commerce	Bharathiar University Arts and Science College	2017
M.Phil.	Commerce	VLB Janakiammal College of Arts and Science College.	2005
M.Com.	Commerce	Sree Ramu College of Arts and Science	2003
B.Com.	Commerce	Karpagam Arts and Science College.	2001

### AdditionalQualifications

Diploma /Vocational /Certification	Area of Specialization	Institution/University/AgencyName	Year
Online Certificate	Cost Accounting	NPTEL	Aug-2019
Online Certificate	Marketing Management -II	NPTEL	Feb-April-2022
Online Certificate	Principles of Management	NPTEL	Jan-April -2023

## Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph.D.	-	1
M.Phil.	3	-

## Research Publications (Indexed)

### International

- Dr.M.Ganesan and G.Gowtham, Economic Impact of FDI into India, Humanities and Social Science Studies, Vol. 13, Issue 1, No. 33, ISSN 2319-829X, January – June: 2024.
- Dr.M.Ganesan and G.Gowtham, “An Empirical Analysis of Foreign Direct Investments and Employment Scenario in The State of Tamil Nadu, IPE Journal of Management, ISSN 2249-9040 with Vol-14, No-11, Impact factor 7.138, Double-Blind, Peer Reviewed, UGC CARE Listed Journal, January - June: 2024.
- Dr.M.Ganesan, “The Factors Influencing Employee Retention And Level Of Satisfaction In The It Sector at Coimbatore City – An Empirical Examination”, South India Journal of Social Sciences, ISSN: 0972 – 8945, Vol. XXII, No.01, , UGC CARE Approved, Group I, Bi-Annual Journal, January – June : 2024.
- Dr.M.Ganesan and Harish S, “A Study On Challenges Faced By Garment Exporters With Special Reference To Tiruppur City”, International Journal of Creative Research Thoughts (IJCRT), Volume 12, Issue 4 ISSN: 2320-2882, p306=314, UGC Approved Journal No: 49023 (18), Impact factor 7.97, April 2024.
- Dr.M.Ganesan and Anushya.P, “Awareness And Effectiveness of National Scholarship Scheme for Higher Education of Sc Students In Coimbatore City”, International Journal of Creative Research Thoughts (IJCRT), Volume 12, Issue 4, ISSN: 2320-2882, p306=314, UGC Approved Journal No: 49023 (18), Impact factor 7.97, April 2024.
- Dr.M.Ganesan and G.Gowtham, “Analysis of the Transient Stability for an Electrical Network by the Equal Area Criterion”, International Journal of Advance and Innovative Research, Volume 10, Issue 3 (I), ISSN 2394 – 7780, ISSN 2394 – 7780, Impact Factor 7.46, July - September 2023.
- Dr.M.Ganesan, ‘Farmers Awareness and Perception towards Kisan Credit Card Scheme’, Journal of the Asiatic Society of Mumbai (UGC Care List), Vol. : XCVI, No:03, 2022, ISSN : 0972-0766.
- Dr.M.Ganesan and G.Gowtham, “A Study on Problems Faced By Freight Forwarders with Special Reference to Tiruppur District” International Journal of All Research Education and Scientific Methods (IJARESM), ISSN: 2455-6211 Volume 9, Issue 1, January -2021,, page 1841- 1844; impact Factor SJIF Impact Factor:7.429, January-2021.
- Dr.M.Ganesan and G.Gowtham, “A Study on Global Context of Forced Dynamism in Logistics Sector A Overview Perspective” International Journal of Research and Analytical Reviews (IJRAR) September 2020, Volume 7, Issue 3, (E-ISSN 2348-1269, P- ISSN 2349-5138) page 108- 113; September 2020.
- Dr. M. Ganesan, A Study on Financial Performance Analysis of Ultra Tech Cement Ltd –

An Annual Growth Analysis, EPRA International Journal of Research and Development(IJRD),ISSN:2455-7838(Online),Volume:5,Issue:3,page553-558;impact Factor SJIF Impact Factor:6.260,Mar-20.

- Dr. M. Ganesan, M. Saravanakumar, A Study on Financial Performance of BSE/NSE Listed Cement Companies in India-An Annual Growth Analysis, International Journal of Research in Engineering, IT and Social Sciences (IJREISS), ISSN-2250-0588 (Online), Volume-9, Issue-3, page111- 114;ImpactFactor (SJIF)– 2018:6.565, Mar-19.
- M. Saravanakumar, Dr. M. Ganesan, Dividend decision theories are using Modigliani - Miller,Gordon, Radical and Walter's models, International journal of basic and applied research , ISSN2249-3352(P),2278-0505(E),VolumeVIII,NumberVI,PageNo 638-650,June18.
- Dr. M. Ganesan,, M. Saravanakumar, Working Capital Analysis of Selected Cement Companies in India- an Annual Growth Analysis, International Journal of Research in Management ,Economics,andCommerce,ISSN2250-057, Volume08,Issue1,Page115-118,Jan-18.
- M.Ganesan,Profitability Analysis of Selected Cement Industries in INDIA-An Annual Growth Analysis, International Journal of Engineering and Management Research, Volume-5, Issue-2, PageNumber:150-154,April-2015,ISSN(ONLINE):2250-0758,ISSN(PRINT):2394-6962.
- Dr. M. Ganesan, M. Saravanakumar, Factors inspiring investors to open demat account: A study in Suler Taluk, Coimbatore district, International Journal of Applied Research PeerReviewed Journal, Refereed Journal, Indexed, CODEN: IJARPF, Volume: 3, Issue: 12, PageNumber:356-

361JournalISSNPrint:2394-7500,ISSNOnline:2394-5869,Dec-17.

- M.Saravanakumar,Dr.M.Ganesan,,Investors' Awareness on Demat Account:A study in SulurTaluk, Coimbatore District, International Journal of Academic Research and Development,ISSN:2455-4197, Volume2,Issue6,PageNo.301-304Nov-17.

### **National**

- Dr. M. Ganesan, M. Saravanakumar, A Study on Investment Analysis of Selected Cement Companies in India -An Annual Growth Analysis, Journal of Emerging Technologies and Innovative Research, Volume5, Issue9 (ISSN-2349-5162), PageNo.229-236 on Sep-18.
- M.Saravanakumar, Dr.M.Ganesan, Investors' Gratification Level about Demat Account Services and Charges:A Study in SulurTaluk, Coimbatore District, Journal of Emerging Technologies and Innovative Research (ISSN :2349-5162), Volume5, Issue4, PageNo.199-206, on Apr-18.
- M.Ganesan, Bringing Financial Services to the Ordinary Man-a Financial Inclusion, PARIPEX - Indian Journal of Research, Volume- I, Issue-11, November 2012, ISSN.-2550-1991, PageNo.75-78, on Nov-12.

### **Book Publications / Conference Proceedings**

- Dr. M. Ganesan, National Conference on Exploring the Technological Advancements in Business – The Future Perspective, Sri Ramakrishna College of Arts & Science, Coimbatore, ISBN 978-93-5980-073-8, September 2023.

### **Presentations in Conference**

- Impact of GST in India, National Conference on Recent Trending GST, Angappa College of Arts and Science, 4-Oct-17
- Impact of Trade War on Indian Economy, National Conference on ITIE-2020, Dr.N.G.P Arts and Science college, Coimbatore on 25<sup>th</sup> Feb 2020.
- Dr.M.Ganesan, Organizer in the National Conference on Rebuilding Global Business Environment (RGBE-23) Conducted by N.G.P Arts and Science College, Coimbatore on 15-Feb -23.

### **Participation in Conference International**

- International Conference on “Digitalization of Global Business Environments” Organized by Department of Commerce, Rathinam College of Arts and Science, Coimbatore Held on 28<sup>th</sup> October 2022.
- Challenges to Green Finance in G20 Countries and its impact on Industries, One Day International Conference on Presidency of G20 and its impact on Industries-Marching towards New Millennium, Hindusthan College of Arts and Science on.

- “Longest Virtual Event on Vision 2030: Importance of Life Skills for Reaching Higher Heights”  
Organized by Tamilnadu Teachers Education University, Karapakkam, Chennai-600097, June 18 2021 -  
June 21 2021.

- “International Virtual Conference on “ E-Commerce and Covid 19 : Innovations ,Challenges , Solutions and Opportunities” Organized by Department of Commerce ,Rathinam College of Arts and science , Coimbatore in Association with Nurture Education Solutions Pvt Ltd and Malaysia University of Science and Technology, Malaysia , 22, March 2021 to 26, March 2021.
- Role of Higher Education in National and International Development, 18th International Conference of AICP, Sri Krishna Arts and Science College, 4 to 6-Feb-17.

### **Presentations in Seminars**

- One Day National Seminar “Green Entrepreneurship Research for Start-ups under the Sustainable Development Goals (SDGs) – An Initiative of SANKALP Scheme of Ministry of Skill Development & Entrepreneurship” Organized by PG & Research Department of International Business, Ramakrishna College of Arts & Science, Coimbatore, 06-Sep-2004.
- One Day National Level Seminar "Impact of New Education Policy Among Future Generation", Nallamuthu Grounder Mahalingam College, Pollachi, 10th Aug 2023.
- ICSSR-SRC Sponsored National Seminar on “Innovation, Digitalization and Indigenization – A Way Forward for Business and Economic Recovery in the Post Pandemic Era” Organized by PSGR Krishnammal College for Women, Coimbatore, 26-Mar-2022 and 27-Mar-2022.
- Electronic Commerce and its Impact, Seminar on E-Commerce and its Applications, GRD School of Commerce International Business, Coimbatore, 27-Sep-06.
- Indian Capital Market Overview, Seminar on Perspectives of Financial Services in India, Karpagam College of Engineering, 4-Mar-05.
- Conceptualization and Measurement of Poverty in Indian Scenario, Seminar on Institutional Policy Options for Sustainable Agriculture and Rural Development, NGM College, Pollachi, 22-Sep-04.

### **Participation in Seminars**

- Impact of Digital Marketing on Traditional Marketing, Maharani Arts and Science College , 15-Feb-18.
- Enhancing research competency through SEM-Application of AMOS Software, Rathinam College of Arts and Science, 2-Feb-18.
- Impact of GST in India, Angappa College of arts and science, 4-Oct-17.
- Financial Markets and Economic Development, SNMV Institute of Management and NISM, 30-Aug-17.
- Impact of Goods and Services Tax (GST), Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.

- Privatization the Need of the Hour in India, Arulmigu Palaniandavar College of Arts and Science, 15-Feb-02.

### **Participation in Workshop**

- Outcome Based Education, Dr.N.G.P Arts and Science College,04-March-2023.
- “NPTEL E-Awareness workshop organized by NPTEL, IIT Madras ,Jun 06,2022.
- “One-Day National Online Workshop on Psychosocial Counseling Support and Covid19” Volunteer Skills organized by Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Government of India in collaboration with National Service Scheme, Jun10,2021.

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

- “Seven Days National Level Virtual Faculty Development Programme on Innovative Education: Integration of SDGs in Curriculum Framework Organized by Department of Commerce (PG), Kristu Jayanti College (Autonomous), Bengaluru, 17<sup>th</sup> Sep to 24<sup>th</sup> July 2024.
- “National Level One Week FDP on Emerging Trends and Challenges in Cloud Computing , Organized by Department of CSE and Department of IT, Malla Reddy Engineering College For Women, Dhulapally, Secunderabad, 15<sup>th</sup> July to 20<sup>th</sup> July 2024.
- Five Days Faculty Development Program on US Individual Taxation, ICT Academy at Dr. N.G.P. Arts and Science College, 30<sup>th</sup> Oct to 03<sup>th</sup> Nov 2023.
- Seven Days National Level Faculty Development Programme on Quality Teaching and Learning in HEI's, IOT Academy, Coimbatore, 03<sup>rd</sup> Aug 2023 to 1<sup>st</sup> Aug 2023.
- Faculty Development Programme on “Principles of Management” NPTEL-AICTE - Duration of NPTEL Course -12 weeks, Jan-April 2023.
- “Five days National Level Faculty Development Programme on “Personality Development for Teachers in HEI's ”Organized by IOT Academy, 28<sup>th</sup> Nov to 2<sup>nd</sup> December 2022.
- “Two days national online faculty development programme on “Plagiarism in Academic Research and Author Identifiers” Organized by Indian Institute of Management and Commerce, April 11 and 12,2022.
- “Online Functional Faculty Development Programme on Financial Planning” for Educators Organized by Department of Commerce With Computer Applications, Dr. N.G.P. Arts and Science College, Coimbatore-641048, India, September 11, 2021.
- SEBI Sponsored 6 Day National Faculty Development Program on “Investor Awareness on Stock Market” organized by PG Department & Research Centre in Commerce in Association with

IQAC of Rajapalayam Rajus' College, Rajapalayam from 02.08.2021 to 07.08.2021.

- “Seven days Online Faculty Development Programme on “Outcome Based Education” Organized by Karpagam Academy of Higher Education, Coimbatore, 26.07.2021 to 01.08.2021.
- One Week Online Faculty Development Programme on “Research Methodology and Pedagogy for Tertiary Education” Organised by IQAC and Center for Faculty Development, Dr.N.G.P.Arts and Science College, Coimbatore-641048, June 15-21 2021.
- One Week Online Faculty Development Programme on “Effective Learning and Teaching Methods of Business Practices” Kalasalingam Academy of Research and Education, Kalasalingam Business School, Department of Commerce, May 19–May 25, 20.
- International Faculty Development programme on "Economic Meltdown Possess Threat to Financial Stability-COVID19", Rathinam College of Arts and Science (Autonomous), Eachanari, Coimbatore., May 16-20.
- Front Accounting, Dr.N.G.P.Arts and Science College, Coimbatore, 04 to 10-May-20.
- Three Days Online Faculty Development Programme on “Economic Downturn and Phenomenal Progress”, Department of Business Administration, Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi-642001, May 14-May 16-20.
- Four Days Online Faculty Development Programme on “An Effective Research paper in Writing Skills”, Bhagwan Mahavir College of Commerce And Management Studies, Bhagwan Mahavir University, Surat, Gujarat, India April 13-April 16, 2020.
- FDP on "Data Analysis and Visualisation of Covid-2019 Dataset using Python", CIRF and JERUSALAM College of Engineering, Chennai, May 07, 2020.
- Three Days Online Faculty Development Programme on Emotional Intelligence, KG College of Arts & Science, April 28, 30 and May 2, 2020.
- Two-Days Online FDP on “Virtual Teaching” Teaching Learning Centre, Institute of Technology, Coimbatore, April 20-April 21, 2020.
- Three Days Online Faculty Development Programme on “Leader–A Real Role Model”, Nallamuthu Gounder Mahalingam College, Pollachi –642001, April 16-April 18, 2020.
- One week FDP Programme on Quality Initiatives in Higher Education, Consortium of Colleges, Dr.N.G.P.Arts and Science College, Coimbatore Sri Ramakrishna College of Arts and Science, Coimbatore Gobi Arts & Science College, Vellalar College for Women, Erode, April 13-April 20, 2020.
- NAAC Revised Accreditation Framework and OBE Assessment Methodology, Dr. N.G.P.Arts and Science College, Coimbatore, May-27 to June 02, 2019.

- Empowering teachers to prepare professionals of tomorrow ICSI Vision 2022, Jointly Organized by ICSI and PSG College of Arts and Science,31-Jul18.
- Towards Better Teaching, Jointly Organized by UGC Academic Staff College, Bharathiar University and NGM College,30-Oct-06.

### **Conference/Seminar/WorkshopOrganized**

- Organising Member of Two Days National Seminar on Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSRIKS2024), IQAC, Dr. NGP Arts and Science College, Coimbatore, 04<sup>th</sup> and 05<sup>th</sup> July 2024.
- Organizer in Digital Transformation in Business: Opportunities & Challenges (DTBOC-23), Dr. N.G.P. Arts and Science College, Coimbatore, 05-Sep-23
- Organising Member of National level symposium -Non-Performing Assets, Dr. NGP Arts and Science College, Coimbatore,3rd Sep 2023.
- Co-Coordinator, Workshop on enhancing research competency through SEM Applicationof AMOS Software, Rathinam College of Arts and Science, Coimbatore,2-Feb-18.
- Convener, State Level Seminar on MASCOM 2013 and 2016,Maharaja Arts and Science College,Coimbatore,14-Sep-16.

### **Resource Person:**

- Acted as a Resource person for a Guest lecture - Research and Innovation - NAAC Perspectives atPollachi College of Artsand Science,10-March-23.
- Acted as a Technical Chair Person for the National Conference on Digitalisation of Global Insurance Business Environment 2.0 at Rathinam College of Arts and Science, Eachanari, Coimbatore,19<sup>th</sup> October 2023.