

Name : Mr. N. Chandru
Designation : Assistant Professor
Department : Commerce
Qualification : M.Com. (CA)., M.Phil., (Ph.D)
Experience : Teaching - 7 Years 8 Months |
 Research - 7 Years



Area of Specialization : Marketing

Email : chandru@drngpasc.ac.in

Academic Qualifications

Degree	Branch	College / University	Year
Ph.D	Commerce	Kamban Arts and College Science, Tiruppur	Pursuing
M.Phil	Commerce	Dr.N.G.P. Arts and Science College, Coimbatore	2016
M.Com.(CA)	Commerce CA	Kongu College of Arts and Science, Karur	2013
B.Com.(CA)	Commerce CA	Kongu College of Arts and Science, Karur	2011

Additional Qualifications

Dip./ Cert.	Area of Specialization	Institution/ Agency Name	Year
Certificate	Demystifying strategy	Infosys springboard	2023
Certificate	Contract Management for Beginners	TCSION	2023
Certificate	Guidance and counseling	Mooc	2023
Certificate	Strategic planning	Infosys springboard	2022
Certificate	Financial statements	Infosys springboard	2022

Certificate	Time management	Infosys springboard	2022
Certificate	Creative thinking	Infosys springboard	2022
Certificate	Leadership and Emotional	Coursera	2020
Certificate	Business Analytics for Decision Making	Coursera	2020
Certificate	Front Accounting-2.4.7	Spoken Tutorial	2020
Certificate	Online Advertising	Open to study	2018
Certificate	Financial Literacy	Open to study	2018

Research Publications (Indexed)

INTERNATIONAL

- N Chandru, J Pranav “FINANCIAL ANALYSIS OF TCS” International journal of research publication review, Volume-4, Issue-9, September 2023, PRINT ISSN No.2582-7421, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, V.Thirishala “A STUDY ON FARMERS PERCEPTION ON CULTIVATION AND MARKETING OF TURMERIC IN ERODE DISTRICT” International journal of research publication review, Volume-4, Issue-9, September 2023, PRINT ISSN No 2582-7421, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, M. Kishore “A STUDY ON FINANCIAL PERFORMANCE OF JSW STEEL LIMITED IN INDIA” International journal of research publication review, Volume-4, Issue-9, September 2023, PRINT ISSN No 2582-7421, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, Dr. M. Nithiya Devi “FINANCIAL SERVICES AND BENEFITS OF INVESTING IN POST OFFICE SAVINGS SCHEMES” International

Journal for Modern Trends in Science and Technology Volume-9, Issue-8, August 2023, PRINT ISSN No: 2455-3778, (Indexed in UGC, Google scholar, Research gate, Academia edu)

- N Chandru, K. Aishwarya “GENDER DISCRIMINATION AMONG WORKERS IN SERVICE SECTOR A STUDY OF ITES EMPLOYEES IN COIMBATORE CITY” Journal of Emerging Technologies and Innovative Research, Volume-10, Issue-8, August 2023, PRINT ISSN No: 2349-5162, (Indexed in UGC, Google scholar, Research gate, Academia edu.
- N Chandru, R. Monisha “LIQUIDITY AND PROFITABILITY ANALYSIS OF SELECT AUTOMOBILE INDUSTRIES” Journal of Emerging Technologies and Innovative Research, Volume-10, Issue-8, August 2023, PRINT ISSN No: 2349-5162, (Indexed in UGC, Google scholar, Research gate, Academia edu.
- N Chandru, S Santhosh “IMPACT OF EMOTIONAL INTELLIGENCE AND KNOWLEDGE MANAGEMENT ON EMPLOYEE PERFORMANCE IN IT SECTOR IN COIMBATORE” Journal of Emerging Technologies and Innovative Research, Volume-10, Issue-8, September 2023, PRINT ISSN No: 2349-5162, (Indexed in UGC, Google scholar, Research gate, Academia edu.
- N Chandru, P. Darshana “BRAND LOYALTY AND CONSUMER’S TRUST ON NESTLE PRODUCTS IN COIMBATORE CITY” Journal of Emerging Technologies and Innovative Research, Volume-10, Issue-8, August 2023, PRINT ISSN No: 2349-5162, (Indexed in UGC, Google scholar, Research gate, Academia edu.
- N Chandru, Prasanth.M “A STUDY ON CONSUMERS PERCEPTION & PREFERENCE TOWARDS THE SALES PROMOTION OF WASHING SOAPS & DETERGENTS WITH REFERENCE TO COIMBATORE CITY”

International Journal of Creative Research Thoughts (IJCRT) July 2023 ISSN: 2320-2882 (Indexed in UGC, Google scholar, Research gate, Academia edu).

- N Chandru, A. Dharnish “INVESTMENT INITIATIVE AND SAVINGS BEHAVIOUR OF WORKING INDIVIDUALS IN COIMBATORE CITY TOWARDS THEIR RETIREMENT LIFE” International Research Journal of Modernization in Engineering Technology and Science Volume-5, Issue-10, October2023 ISSN:2582-5208 (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, R J Rithika “MEASURES THE EFFECTIVENESS OF ONLINE SHOPPING WITH REFERENCE TO COIMBATORE CITY” International journal of research and analytical review, Volume-9, Issue-6, July 2022, PRINT ISSN No. 2349-5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, K Tamilarasan “CUSTOMER PREFERENCE AND SATISFACTION LEVEL TOWARDS THEIR EXPECTATION WITH SPECIAL REFERENCE TO KTM BIKE” International journal of research and analytical review, Volume-9, Issue-6, July 2022, PRINT ISSN No. 2349-5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, S Sanjith Raj “CUSTOMER RESPONSE TOWARDS BRAND EQUALITY AND BRAND EXTENSION ON CONSUMER DURABLES” International journal of research and analytical review, Volume-9, Issue-6, July 2022, PRINT ISSN No. 2349-5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru J Sankar “CONSUMER PREFERENCE OF UTILISATION OF RETAIL STORES IN COIMBATORE CITY” International journal of research

and analytical reviews (URAR) Volume-9, Issue-3, July 2022, PRINT ISSN No. 2349 – 5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).

- N Chandru T. Manojkumar “A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION TOWARDS VODAFONE IDEA NETWORK WITH SPECIAL REFERENCE TO COIMBATORE” International journal of research and analytical reviews (URAR) Volume-9, Issue-3, July 2022, PRINT ISSN No. 2349 – 5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru S Swathi “EMOTIONAL INTELLIGENCE AND BURNOUT SYNDROME OF PRIVATE SCHOOL TEACHERS” International journal for innovative research in multidisciplinary field, Volume-8, Issue-7, July 2022, PRINT ISSN No. 2455 – 0620, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, M R Sriraga “ANALYSIS OF OTT DEVELOPMENT BASED ON USER’S PERCEPTION DURING COVID 19 LOCKDOWNS” International Journal of Creative Research Thoughts (IJCRT) June 2022 ISSN: 2320-2882 (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, S Padmapriya “LIQUIDITY AND PROFITABILITY ANALYSIS OF SELECT AUTOMOBILE INDUSTRY” Journal of Emerging Technologies and Innovative Research (JETIR) Volume-9, Issue-6, June 2022, PRINT ISSN No. 2349 –5162, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, S.Kavinkrishna “CONSUMER AWARENESS AND SATISFACTION TOWARDS ONLINE SHOPPING IN COIMBATORE CITY” International journal of research and analytical reviews, Volume-9, Issue-6, June 2022, PRINT ISSN No. 2349 – 5162, (Indexed in UGC, Google scholar, Research gate, Academia edu).

- N Chandru S.V Charubala “MARKETING MIX STRATEGIES OF RELIANCE JIO 4G NETWORK” International journal of creative research thoughts (IJCRT), Volume-10, Issue-7, July 2022, PRINT ISSN No. 2320 – 2882, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, S.Nandha kishore “PATIENTS SATISFACTION LEVEL OF SPECIALITY SERVICES OFFERED BY KOVAI MEDICAL CENTER HOSPITAL” International journal of creative research thoughts ,Volume-9, Issue-6, June 2022, PRINT ISSN No. 2349 – 5162, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, B.Nishanth “A STUDY ON ADOPTION OF DIGITAL MARKETING TECHNIQUES WITH SPECIAL REFERENCE TO COIMBATORE CITY” International journal of creative research thoughts ,Volume-9, Issue-6, June 2021, PRINT ISSN No. 2349 – 5162, (Indexed in UGC, Google scholar, Research gate, Academia Edu).
- M.Banurekha, C.Karthick, N.Chandru, M.A.Prasad and M.R.Chandrasekar “A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS SELECTIVE DURABLE GOODS IN COIMBATORE CITY (Dr NGPASC 2019-20 COM031)”, Journal of Emerging technologies and innovative research, Volume-7 , Issue-2 , PP.332-343,February - 2020 , PRINT ISSN No. 2349 – 5162,(Indexed in UGC, Google scholar, Research gate, Academia edu).
- M.Banurekha, N.Chandru, M.A.Prasad, M.R.Chandrasekar and M.DhenuPreethi “A STUDY ON RURAL WOMEN EMPOWERMENT THROUGH SELF HELP GROUP WITH SPECIAL REFERENCE TO COIMBATORE CITY”, International Journal of Research and Analytical Reviews, Volume 6,Issue 2,June- 2019,PP.946-948,P- ISSN:2349-5138,E-

ISSN2348-1269,DOI-<http://doi.org/10.1729/Journal.22902> (Indexed in UGC, Google scholar, Research gate, Academia edu).

- P.Jayasubramanian and N.Chandru “A STUDY ON CUSTOMER SATISFACTION OF UZHAVAR SANDHAI WITH SPECIAL REFERENCE TO COIMBATORE CITY”, International Journal of Multidisciplinary Research and Development, Volume 2 ,Issue 11- Part B, PP.03 – 06, April-2015, E-ISSN: 2349 – 4182., (Indexed in Google scholar).
- M.Preethi and N.Chandru “ROLE OF EMOTIONAL INTELLIGENCE IN ACADEMIC PERFORMANCE OF COLLEGE STUDENTS” International Journal of Creative Research Thoughts Volume 9 Issue 4,, April 2021 2021-04-19 ISSN: 2320 – 2882., (Indexed in UGC, Google scholar, Research gate, Academia edu).
- M.Pooja and N.Chandru ‘IMPACT ON MARKETING THROUGH SOCIAL MEDIA AND BOOKMARKETING WITH SPECIAL REFERENCE TO COIMBATORE CITY” International Journal of Creative Research Thoughts ,Volume 9 Issue 4 , April 2021-04-27 22:49:33 ISSN: 2320 – 2882., (Indexed in UGC, Google scholar, Research gate, Academia edu).
- Dinesh Muthu. D and N.Chandru “A STUDY ON BUYING BEHAVIOR OF CONSUMER WITH REFERENCE TO COIMBATORE CITY” International Journal of Creative Research Thoughts ,Volume 9 Issue 4, April 2021-04-20 00:34:16 ISSN: 2320– 2882., (Indexed in UGC, Google scholar, Research gate, Academia edu).
- R.Greeshma and N.Chandru “IMPACT OF VIRAL MARKETING ON CONSUMERS BUYING BEHAVIOUR TOWARDS COIMBATORE CITY” EPRA International Journal of research and development, Volume 6

Issue 4, 27-April 2021, ISSN: 2455 –7838., (Indexed in UGC, Google scholar, Research gate, Academia edu).

- S.Keerthana and N.Chandru” A STUDY ON WORK LIFE BALANCE OF IT EMPLOYEES IN PANDEMIC PERIOD WITH SPECIAL REFERENCE TO COIMBATORE CITY” International Journal of Creative Research Thoughts, Volume 9, Issue 4 April 2021-04-24 ISSN: 2320 – 2882., (Indexed in UGC, Google scholar, Research gate, Academia edu).
- B. Usha and N. Chandru “ANALYSIS OF WORKING CAPITAL MANAGEMENT IN TORRENT PHARMACEUTICAL LIMITED” EPRA International Journal of research and development, Volume 6 Issue 4, 27-April 2021, ISSN: 2455 – 7838., (Indexed in UGC, Google scholar, Research gate, Academia edu)
- G. Suvetha and N. Chandru” A STUDY ON PERCEPTION ANDEXPERIENCE OF MOOCs AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE CITY” International Journal of Creative Research Thoughts, Volume 9, Issue 4 April 2021-04-24 ISSN: 2320 – 2882., (Indexed in UGC, Google scholar, Research gate, Academia edu)
- K.Vennila and N. Chandru A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF SELECTED ITCOMPANIES (PARTICULARLY INFOSYS LTD, TECH MAHINDRA LTD, 3IINFOTECH LTD, L&T INFOTECH LTD)” International Journal of Creative Research Thoughts, Volume 9 Issue 4 April 2021-04-24 ISSN: 2320 – 2882., (Indexed in UGC, Google scholar, Research gate, Academia edu)
- S. Rahul and N. Chandru “A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN FLIPKART” International Journal for Science and Advance Research in Technology Volume 7, Issue 4 in April 2021

ISSN:2395-1052., (Indexed in UGC, Google scholar, Research gate, Academia edu)

- B.Nishanth and N.Chandru “A STUDY ON ADOPTION OF DIGITAL MARKETING TECHNIQUES IN MSME’S WITH SPECIAL REFERENCE TO COIMBATORE CITY” International Journal for Science and Advance Research in Technology Volume7,Issue 4 in April 2021 ISSN:2395-1052., (Indexed in UGC, Google scholar, Research gate, Academia edu)
- Shalani.R.K, and N.Chandru “ANALYTICAL COMPARISON OF TRADITIONAL MARKETING TO DIGITAL MARKETING” EPRA International Journal of research and development, Volume 6 Issue 4, 27-April 2021, ISSN: 2455 – 7838., (Indexed in UGC, Google scholar, Research gate, Academia edu)
- K. Sai Nandhini and N.Chandru “THE STUDY OF FINANCIAL PERFORMANCE OF PRIVATE BANKING SECTOR” International Journal of Creative Research Thoughts, Volume 9 Issue 5, May 2021-05-02 ISSN: 2320 – 2882., (Indexed in UGC, Google scholar, Research gate, Academia edu)

Other Publications: International / National Journals

- R.Sakthiprasath & N.Chandru ,A STUDY ON PROMOTIONAL STRATEGIES AND IMPACT OF RELIANCE JIO 4G-NETWORK WITH SPECIAL REFERENCE TO COIMBATORE International Journal Of Advanced Research And Innovative Ideas In Education , Volume 3 , Issue 3 ,PP.857-866, ISSN(O):2395-4396.

Presentation in Conference

NATIONAL

- THE IMPACT OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING FOR DIGITAL MARKETING, Mount Carmel College (Autonomous) Bengaluru 04-Aug-2023.

Participation in Conference

NATIONAL

- IMPACT OF VIRAL MARKETING ON CONSUMER BUYING BEHAVIOUR TOWARDS COIMBATORE CITY, Dr N. G. P. Arts and Science college, Coimbatore, 09-Feb-2023.
- FOREIGN DIRECT INVESTMENT, Sankara College of Science and Commerce, Saravanampatty, Coimbatore, 30-Jan-2017.
- INDIA'S OVERSEAS TRADE IN THE EARLY MEDIEVAL PERIOD, Maharani Arts & Science College, Dharapuram, 22-Jan-2015.

Participation in Seminars/Workshop

- Seminar on WORKLIFE BALANCE OF WOMEN MICRO ENTREPREUERS IN INDIAN SOCIETY AFTER COVID 19 PANDEMIC, Bishop Ambrose College, Coimbatore in association with ICSSSR SPONSERD, 29-Feb-2024
- Workshop on OUTCOME BASED EDUCATION HEAD(OBE), Dr. N.G.P. Arts and Science College, Coimbatore in association with IPSR solutions limited, 04-Mar-2023
- New IPR 2023 e-Workshop, Innovative Technology Enabling Centre (InTEC), CSIR-IMMT, Bhubaneswar, June 12-17, 2023

- Professional Development Workshop on DIGITAL CRATIVITY SKILLS, Dr. N.G.P. Arts and Science College, Coimbatore,04-Mar-2023.
- Placement Officers Workshop for Excellence in Recruitment, NSE Academy, Mumbai,03,17, 21 and 30-Sep-2021.
- UGC Sponsored National Level Workshop on RESEARCH METHODOLOGY AND QUANTITATIVE TECHNIQUES IN SOCIAL SCIENCE, Veeriya Vandayar Memorial Pushpam College, Thanjavur, 29-Jan-2015 to 30-Jan-2015.
- ART OF GETTING RESEARCH FUNDING AND PUBLISHING RESEARCH PAPER IN SOCIAL SCIENCES, Kongu Engineering College, Erode, 26-Sep-2014.
- THE ART OF PUBLISHING, Bharathidasan University, Tiruchirappalli, 27-Nov-2014.

Participation in Faculty Development Programme

- Quality Initiatives in Higher Education, Dr. N.G.P. Arts and Science College, Coimbatore, 03- Dec-2018 to 09-Dec-2018.
- To Promote Innovation IPR, Entrepreneurship and Start-Ups among HEIs, Institutions innovation council (IIC) of MHRD's innovation Cell New Delhi, 28-Apr-2020 to 22-May-2020.
- Quality Measures in Higher Education, Sri GVG Visalakshi College for Women, UdumalpetTAI,03- May-2020 to 09-May-2020.
- Emotional Intelligence, KG College Of Arts and Science, Coimbatore, 28-Apr-2020 to 02- May-2020.
- Spoken Tutorial Free Open-Source Software (FOSS), Dr. N.G.P. Arts and Science College, Coimbatore,04-May-2020 to 10-May-2020.

- Education and Career Prospects in BPO, Holy Cross College, 04-Oct-2021 to 08-Oct-2021.
- Enhancing Teaching and Creating an Effective Learning Process in the Contemporary Era, Hindustan College of Arts and Science, 22-Sep-2021 to 28-Sep-2021.
- Research Excellence and Academic Development, Sri Ramakrishna College of Arts and Science, 01-Sep-2021 to 08-Sep-2021.
- Digital Teaching Methods in Higher Education Hindustan College of Arts and Science, 23-Aug-2021 to 28-Aug-2021.
- Emerging Trends & Challenges in Commerce & Management Education” Hindusthan College of Arts & Science, 19-Sep-2023 to 26-Sep-2023,
- Outcome Based Education, Dr. N.G.P. Arts and Science College, Coimbatore, 17- Jun-2023 to 21-Jun-2023.
- Empowering Education for Innovation- A NEP Perspective, Dr. N.G.P. Arts and Science College, Coimbatore, 30- Jun-2023 to 04-Jul-2023.
- Upskilling Research and its Application, Sri Kanyaka Parameswari Arts and Science College for Women, Chennai 24- Jul-2023 to 28-Jul-2023.
- Technology and Digital Transformation, Sri Ramakrishna College of Arts and Science, 24-Jul-2023 to 26-Jul-2023.
- Art of Effective Teaching, Suguna College of Arts and Science, Coimbatore, 31-Jul-2023 to 04-Aug-2023.
- Art of Effective Teaching, Suguna College of Arts and Science, Coimbatore, 31-Jul-2023 to 04-Aug-2023.
- Selection of the Right Journal for a Manuscript, Nuhianwali Public School, Nuhianwali, Sirsa, Haryana, 29-Jul-2023 to 31-Aug-2023.

- The power of positive approach in teaching learning system of cultural transformation” Hindusthan College of Arts & Science, 19-Sep-2023 to 26-Sep-2023,
- Emerging Trends & Challenges in Commerce and Management” Hindusthan College of Arts & Science, 19-Sep-2023 to 26-Sep-2023.

Conference / Seminar / Workshop Organized

- Committee member, National conference on social innovation and business sustainability, Dr. N.G.P. Arts and Science College, Coimbatore, 09-Feb-2023.
- Committee Member, National Conference on Implications of FINTECH in Indian Economy, Dr. N.G.P. Arts and Science College, Coimbatore, 04-Mar-2020.
- Committee Member, National Conference on Human Rights and Values-Promotion and Protection (Sponsored by National Human Rights Commission), Dr. N.G.P. Arts and Science College, Coimbatore, 28-Jan-2017.
- Committee Member, National Conference on Financial Inclusion for sustainable Economic Growth; Strategies & Challenges (Sponsored by ICSSR), Dr. N.G.P. Arts and Science College, Coimbatore, 08-Sep-2016.

Conference proceedings

- N.Chandru, Thamilselvan, Hariprasad, IMPACT OF VIRAL MARKETING ON CONSUMER BUYING BEHAVIOUR TOWARDS COIMBATORE CITY, Dr. N.G.P. Arts and Science College, Coimbatore, 09-Feb-2023.

Consultancy

- A session on BUDGET for first year MBA students (2022-24 batch) on 12.12.22 as a free consultancy.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Indian Accounting Association	Life Membership	Life Time