

Name : Mr. K.Ponnumani
Designation : Assistant Professor
Department : Commerce
Qualification: M.Com., M.Phil., (Ph.D.)
Experience : Teaching - 8.10 Years
Specialization: Marketing, Banking
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ACADEMIC QUALIFICATION

Degree	Branch	Institution / University Name	Year
Ph.D.	Commerce	Govt. Arts College, Udumalpet	Perusing
M. Phil.	Commerce	Govt. Arts College, Paramakudi	2014
M.Com.	Commerce	Alagappa University Evening College, Paramakudi	2012
B.Com.	Commerce	P.T.M.T.M. College, Kamuthi	2010

ADDITIONAL QUALIFICATION

Dip./ Cert.	Area of Specialization	Institution / AgencyName	Year
Diploma	Tally	Kuruvadi Charitable Trust	2012

RESEARCH PUBLICATIONS

- Ponnumani,k, To Study on Customer Satisfaction of Big Bazaar online shopping, Internationaljournal of Research & Development, Volume 6, May-2021, pp 1 - 7, ISSN; 2455-7838.
- Ponnumani.k, A Study on Customer satisfaction of furniture and fittings products special reference with Coimbatore District'' Indian journal of Research & Development, Volume 6, June-2021 pp 1 7, ISSN; 2455-7838.
- Ponnumani.k, A Study on Consumer satisfaction towards E-Cornnrnerce'' Indian journal of Research & Development, Volume 6, June, 2021 pp 1 - 7, ISSN; 2455-7838.
- Ponnumani.k, A Study on understanding of E-Cornnrnerce with reference to competitive economy'' Indian journal of Research & Development, Volume 7, July-2021 pp 1 - 7, ISSN; 2455-3662.

- Ponnumani.k, A Study on Customer satisfaction about bigbasket with special reference to coimbatore city Indian journal of Research & Development, Volume 7, July-2021 pp 1 - 7, ISSN; 2455-3662.
- Ponnumani.k, A Study on Poultry Broiler Farming in Namakkal District'' International journal of Multidisciplinary Research, Volume 7, July-2021 pp 1 - 7, ISSN; 2348-4101
- Ponnumani.k, A Study on cultivation and marketing of coconut farming in Coimbatore district special reference to sulur Taluk'' Indian journal of Research & Development, Volume 9, Apr-2021 pp 1 - 7, ISSN; 2321-7847
- Ponnumani.k, A Study on customer satisfaction towards maruti Suzuki Swift(with special reference to Coimbatore '' International journal of Socio-Economic and Environmental outlook, Volume 9, Apr-2021 pp 1 - 7, ISSN; 2341-4101
- Ponnumani.k, Electronic advertising trends in india with special reference fast moving consumer goods, International Journal of Research and Analytical Reviews, Volume 9, Issue 3, Volume 9, Aug-2022, pp 1 - 7, ISSN; 2349-5138
- Ponnumani.k, A comparative study on traditional and modern irrigation method, International Journal of Research and Analytical Reviews, Volume 9, Issue 2, Volume 9, May-2022, pp 1 - 7, ISSN; 2349-5138
- Ponnumani.k, The consumer understanding behaviour on organic products, International Journal of Creative Research Thoughts, Volume 10, Issue 7, Volume 9, July-2022, pp 1 -7, ISSN; 2320 2882
- Ponnumani.k, A study on consumer satisfaction on solar water heater with special reference to coimbatore district, International Journal of Research and Analytical Reviews, Volume 9, Issue 3, Sep-2022, pp 1 - 7, ISSN; 2349-5138
- Ponnumani.k, Viewers satisfaction towards OTT platforms, International Journal of Research and Analytical Reviews, Volume 10, Issue 7, July-2022, pp 1 - 7, ISSN; 2320-2882
- Ponnumani.k, Financial analysis of infosys ltd, International Journal of Creative Research Thoughts, Volume 10, Issue, July-2022, pp 1 - 7, ISSN; 2320-2882
- Ponnumani.k, Consumer perception and satisfaction on Jio telecommunication special reference with coimbatore rural areas, International Journal of Research and Analytical Reviews, Volume 9, Issue 3, Aug- 2022, pp 1 - 7, ISSN; 2349-5138

- Ponnumani.k, consumer preference and satisfaction towards green marketed products of tupperware, International Journal of Research and Analytical Reviews Volume 9, Issue 3, Aug-2022, pp 1 - 7, ISSN; 2349-5138
- Ponnumani.k, Financial Performance Analysis of Select Telecommunication Companies, Journal of Emerging Technologies and Innovative Research, Volume 9, Issue 6, Aug-2022, pp 1 - 7, ISSN; 2349-5162)
- Ponnumani.k, Customer satisfaction towards ola cab services with special references to coimbatore city, International Journal of Research and Analytical Reviews, Volume 9, Issue 3, Aug-2022, pp 1 - 7, ISSN; 2349-513
- Ponnumani.k, Financial statement analysis of sail, International Journal of Research and 2022, pp 1 - 7, ISSN; 2349-5138
- Ponnumani.k, A study on consumer satisfaction on work life balance among private hospital employees in coimbatore, Volume 10, Issue 8, Aug-2023, pp 1 - 7, ISSN; 2349-5162
- Ponnumani.k, a study on the role of the information technology on the development of rural areas, Journal of Emerging Technologies and Innovative Research, Volume 10, Issue 8, Aug-2023, pp 1 - 7, ISSN; 2349-5162
- Ponnumani.k, A Study on Consumer behaviour towards Used Cars (with in the Special Reference to Coimbatore City), International Journal of Research Publication and Reviews, Volume 10, Issue 8, Aug-2023, pp 1 - 7, ISSN; 2582-7421.
- Ponnumani.k, a study on the marketing mix strategies of reliance Jio 4g network, International Journal of Research and Analytical Reviews, Volume 10, Issue 9, Aug-2023, pp 1 - 7, ISSN; 2349-5162
- Ponnumani.k, Impact of digital marketing on the purchase of medical products with special reference to coimbatore city, Journal of Emerging Technologies and Innovative Research, Volume 10, Issue 8, Aug-2023, pp 1 - 7, ISSN; 2349-5162
- Ponnumani.k, A study on impact of consumer behavior on digital marketing, Journal of fundamental & Comparative research, Volume 9, Issue 2, Sep-2022, pp 1 - 7, ISSN; 2277-7067
- Ponnumani.k, Digital marketing and consumer purchase behaviors sustainable development goals 2030 in india, Journal of Management and entrepreneurship, Volume 17, Issue 4, Sep-2022, pp 1 - 7, ISSN; 2229-5348

SCOPUS PUBLICATIONS

- Mr.K.Ponnumani, Problems encountered by the customers in retail banking services – an empirical study in madurai district, Shanghai Research Institute of material (SRIM – 51(1), ISSN No: 748X, June-2023

OTHER PUBLICATIONS: NATIONAL JOURNALS/ CONFERENCE PROCEEDINGS

- Challenges and opportunities of higher educational institutional, Proceedings of national Research Conference on National Education policy 2020; Challenges and opportunities higher education in India, Dr.N.G.P. College of Arts and Science, Coimbatore, Dec-2023, pp671-673, ISBN- 978-81-966306-7-6., pp.671-673, ISBN -978-93-80657-29-5, Jan-2015.

PUBLICATION IN EDITED BOOK (BOOK CHAPTERS)

- Financial Modeling -II – Lab Manual, Dr. N.G.P. Arts and Science College, 2022
- A Study on Customer Preference towards Tupperware at Coimbatore city, Sustainable Consumption on a worldwide scale, ISBN: 978-93-5813-507-1, July-2023.
- A Study on Customer Preference towards Tupperware at Coimbatore city, Sustainable Consumption on a worldwide scale, ISBN: 978-93-5813-507-1, July-2023.
- The impact of Robotic process Automation in key medical domains in the book ‘‘Applications of AI’’ with ISBN – 978-93-93622-60-0

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMME

“the FrontAccounting-2.4.7” training organized at Sri Ramakrishna College of Arts and Science (Autonomous), Coimbatore in 1-Jan-2020”

Research Methodology and Pedagogy for Tertiary, Dr NGP Arts Science College, Coimbatore, 15-June-2021 to 21-june-2021

“Ict Tools For Teaching Learning & Evolution” Saratha Gangatharan College, Puduchery – 04-Aug-2021 To 06-Aug-2021

“Blended Mode Of Teaching And Learning” Ayya Nadar Janaki Ammal college, Sivakasi. 21-Sep-2021 to 23-Sep-2021

“Research Methodology”, PPG College of Arts and Science College, Coimbatore, 12-Dec-2022 to 19-Dec-2022

“ESG Framework for Business”, V.O.Chidambaram College, Thoothukudi, 27-Oct-2023 to 03-Nov-2022

“Empowering Education for innovation – A NEP Perspective”, Dr.NGP Arts and Science College, Coimbatore. 30-June-2023 to 4-July-2023

Innovation and Intellectual Property Rights organized by In Tec, Csir-Immt. Bhubaneshwar. 12-June-2023 to 17-June-23

AI in Education and Business organized by Hindustan College, Coimbatore. 08-Jan-2024 to 12-Jan-2024

PARTICIPATION IN CONFERENCE

National Education Policy; Challenges and opportunities for higher education institution in India – ICSSR Sponsored, Dr.NGP Arts and Science College, Coimbatore. 27-Dec-2023

PRESENTATION IN CONFERENCE

Impact of Fintech on Indian education, Thiraviyam College of Arts and Science, Theni. 20-Jan-2024

PARTICIPATION IN WORKSHOP

ICSSR Sponsored one Day National Level Online Workshop on Work life Balance of women micro entrepreneurs in Indian society after covid 19 pandemic on 29-Feb-2024 organized by Bishop Ambrose College, Coimbatore.

PARTICIPATION AND PRESENTATION IN SEMINAR

Envisioning 2047; Role of Digital currencies in achieving Viksit Bharat, sponsored by Institute of Cost Accountants of India, Sri Ramakrishna College of Arts And Science, Coimbatore, 29- Aug-2024.