

**Name** : Dr. M.R. Chandrasekar  
**Designation** : Assistant Professor  
**Department** : Commerce  
**Qualifications:** M.Com., MBA, M.Phil., PGDCA, Ph.D.  
**Experience** : Teaching - 12 Years  
**Area of Specialization** : Commerce and Management  
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### Academic Educational Qualifications

Degree	Branch	Institution/University Name	Year
Ph.D.	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2021
PGDCA	Computer Applications	Bharathiar University Coimbatore	2011
M.Phil.	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2010
MBA	Management	Bharathiar University, Coimbatore	2009
M.Com	Commerce	Kongunadu Arts and Science College, Coimbatore	2007
B.Com.	Commerce	Government Arts College, Ooty	2005

### Publications: National / International Journals

- M.R. Chandrasekar,A, Study on Rural Women Empowerment Through Self Help Group with Special Reference Coimbatore City, International Journal of Research and Analytical Reviews, Vol. 6, 5.75 Impact Factor, June 2019,E - ISSN2348-1269, P-ISSN2349-5138.
- Dr.B. Thangaraj and M.R. Chandrasekar, Patients Satisfaction towards Services Rendered by the Select Multispecialty Hospitals in Coimbatore, International Journal of Multi-disciplinary Educational Research, Vol.8,Issue 9(6),6.014 Impact Factor, ISSN2277-7881,Sept.2019.
- M.R. Chandrasekar, Patients Perception towards Service Quality of Private Hospitals in CoimbatoreDistrict, International Journal of Multidisciplinary Research and Development, Vol 3, 2016 P-ISSN2349-5979.

- M.R. Chandrasekar, Patients perception towards of Government Hospitals an Empirical Study in Nilgiris District, Global Journal of Medical Research (INCUSA), Volume 15, 5.75 Impact Factor, 2015, ISSN 2249-4618, P-ISSN 0975-5888.
- Dr. B. Thangaraj and M.R. Chandrasekar, Service Quality Perception and overall Satisfaction of In - patients' of Select Multi – Speciality Hospitals in Coimbatore, Journal of Interdisciplinary Cycle, Volume XIII. Issue 1, January 2021, Pp No: 1142, ISSN No: 0022–1945.
- Dr. B. Thangaraj and M.R. Chandrasekar, Patients Satisfaction Towards Services Rendered by the Select Multi - Speciality Hospitals in Coimbatore, International Journal of Multidisciplinary Educational Research, Volume 8, Issue 9(6), September 2019, Impact Factor - 6.014, ISSN No: 2277-1881.
- Dr. B. Thangaraj and M.R. Chandrasekar, Patients' Perception Towards Quality of Service of Top 5 Multi – Spaciality Hospitals in Coimbatore “Ilkogretim Online – Elementary Education Online, (Scopus Indexed/ UGCC are, Online Multidisciplinary Journal), “ilkogretim- online. Org” Vol 20, Issue 5. Pp 869-875, May 2021, ISSN No: 1305-3515.
- M.R. Chandrasekar, Sathya. M.A Study on Customer Preference and Satisfaction Towards Soft Drinks Special Reference with Coco Cola in Tirupur City, EPRA International Journal of Research and Development IJRD, May, 2021, paper indexed, 202105 -02-007009, ISSN No: 2455-7838.
- M.R. Chandrasekar, Yamuna. T, A study on customer preference and satisfaction Towards Himalaya products Special Reference with Tirupur District, Impact Factor (SJIF) 8.013 (ISI)
- M.R. Chandrasekar, R. Gokulapriya, A study on patients' perception towards service quality of private and government hospitals in Coimbatore City. International Journal of Creative Research Thoughts IJCRT, ISSN: 2320 – 2882, Vol – 9, Issue – 5, May – 2021.
- M.R. Chandrasekar, R. Gokulapriya, A Study on Patients perception Towards Service Quality of Private and Government Hospitals in Coimbatore, International Journal of Creative Research Thoughts, May 9, 2021, Volume 9, Issue 5, ISSN No: 2320-2882.

- M.R. Chandrasekar, As study on customer preference and satisfaction towards Ayurvedic product special reference with lever Ayush products in Coimbatore City EPRA International journal of Research and development Paper index 202105-02-007082, ISSN No; 2455-7838 (online) May 21,2021.
- M.R. Chandrasekar, A Study on Customer Expectation and Satisfaction Level towards Services Provided at Two-Wheeler Exchange SJIF Impact Factor 2021: 8.013| ISI I.F. Value:1.241| Journal DOI:10.36713/epra2016 ISSN: 2455-7838 (Online) EPRA International Journal of Research and Development (IJRD) Volume:6 |Issue:9| September2021.
- M.R. Chandrasekar, T. Kowsalya, A Study on Advertising Effectiveness of Mobile Phone with Special Reference to Coimbatore International Journal of Research Publication and Reviews Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN2582-7421, International Journal of Research Publication and Reviews Vol (2) Issue (9) (2021) Page1124-1126.
- M.R. Chandrasekar, A Study on Customer Satisfaction towards Departmental Stores with SpecialReference to Coimbatore City International Journal of Research Publication and Reviews Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421 International Journal of Research Publication and Reviews Vol (2) Issue (7) (2021) Page1084-1090.
- Dr. M.R. Chandrasekar, B. Varshithamalani Financial Performance Analysis of Selected Cement Industry in Coimbatore an Empirical Study, International Journal of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269, P –ISSN:2349-5138 Vol (9) Issue (2) 8-June-2022.
- Dr. M.R. Chandrasekar, J.Jenolin Preethi Customer Satisfaction towards Airtel Services on Empirical Study in Tirupur City. International Journal of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269, P –ISSN:2349-5138 Vol (9) Issue (3) 3 – July - 2022.
- M.R. Chandrasekar A Study on Customer Satisfaction and Service Quality of Retail Stores special reference with Coimbatore City. International Journal for Innovative Research in Multidisciplinary field IJIRMF ISSN: 2455 – 0620, Paper Id: IJIRMF 202207015, Vol – 8, Issue – 7, 7<sup>th</sup>July – 2022.

- Dr. M.R. Chandrasekar, Measure the Specialized Quality of services provided by the Hospitals and overall satisfaction of the Patients of select Multi – Speciality Hospitals in Coimbatore City. Global Journal of Medical Research: K Interdisciplinary GJMR, Online ISSN:2249-4618&PrintISSN:0975-5888, Vol-22, Issue-4, Version1.0Year-2022.
- Dr. M.R. Chandrasekar, S E. Rithika, A study on consumer buying behaviors in departmental store with special reference to Coimbatore City. International Journal of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269, P –ISSN:2349-5138 Vol (9) Issue (3), 20<sup>th</sup> July - 2022.
- Dr. M.R. Chandrasekar “Socio Economic Impact of Women Entrepreneurs an Empirical Study with special reference to Coimbatore City” International Journal of Research Publication and Reviews” Open Access, Peer Reviewed, International Journal. ISSN: 2582-7421, Sr. No IJRPR 15115. 15<sup>th</sup> November- 2022.
- Dr. M.R. Chandrasekar, A Study on Customer Satisfaction in Banking Services of SBI with Special Reference to Coimbatore City. International Journal of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269, P –ISSN:2349-5138 Vol (9) Issue (3), 19<sup>th</sup> July - 2022.
- Dr. M.R. Chandrasekar, Marketing Problems of Small – Scale Industries during COVID - 19 International Journals of Research and Analytical Reviews IJRAR. Org E-ISSN:2348-1269, P –ISSN: 2349-5138 Vol (9) Issue (3), 31<sup>st</sup> July - 2022.
- Dr. M.R. Chandrasekar, Customer Buying Attitude towards Solar Energy Product with Special Reference to Coimbatore City, International Journals of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269, P –ISSN: 2349-5138 Vol (9) Issue (3), 16<sup>th</sup> July- 2022.
- Dr. M.R. Chandrasekar, Advertising Strategies for Fast Moving Consumer Goods with Consumer Perception. International Journals of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269, P –ISSN: 2349-5138 Vol (9) Issue (3), 20<sup>th</sup> July – 2022.

- Dr. M.R. Chandrasekar, Mr. M. Dinesh, Customer Buying Attitude towards Solar Energy Product with Special Reference to Coimbatore City. International Journals of Research and Analytical Reviews IJRAR.OrgE-ISSN:2348-1269, P-ISSN:2349-5138Vol (9) Issue (3), 16<sup>th</sup> July – 2022.

### **PRESENTATIONS IN CONFERENCE NATIONAL / INTERNATIONAL**

- Fallacies in Social science Research ICSSR SPONSORED NATIONAL WORKSHOP, Government Arts and Science College Mullipuram, Kangeyam 07-Feb-2019.
- “Human Resource Management in India” in the National Level Seminar on Facets of Commerce, Sree NarayanaGuru College of Arts and Science, in Coimbatore on19-Feb-2010 to 20 Feb-2010.
- “New Business Development, Issues and Challenges” in the UGC Sponsored National Level Seminar on New Business Development – Issues, Challenges and Opportunities organized by Post Graduate Department of Commerce, Bishop Heber College (Autonomous), Tiruchirappalli on12-Feb-2010.
- “SHG’S The Rural Women Empowerment” in the National Level Seminar on Empowerment of Women Through Self Help Groups Organized by, RVS College of Arts and Science, Coimbatore on10-Feb-2010.
- “Globalization of Financial Market” in the National Level Seminar on Financial Market-Innovations and Growth Organized by Department of Commerce and Research, VLB Janakiammal College of Arts and Science, Coimbatore on 06-Feb-2010.
- “Retail Banking in India” in the National Level Seminar on Financial Re – Engineering Strategies and Regulation organized by Department of Commerce Dr.N.G.P. Arts and Science College, Coimbatore on 28-Jan-2010.
- Practical Industry Experience – A Glimpse of Actual Work Done in Financein the National Level Webinar by SRM Institute of Science and Technology – Ramapuram Campus College of Science and Humanities on 13<sup>th</sup> September 2021.

- Financial Empowerment Through Wealth Creation organized by Department of Commerce (Computer Application) KPR College of Arts and Research Coimbatore, in collaboration with Association of Mutual Funds in India (AMFI) 11.02.2022.
- Webinar on “Teachers! The Heros behind every empowered child” SRM Institute of Science and Technology Ramapuram campus, Chennai on 6<sup>th</sup> September, 2021.
- Online Faculty Development Programme on Introduction to Mutual Fund “Introduction to Mutual Fund” held on 27.12.2021 Organized by Department of Commerce Accounting & Taxation and Centre for Faculty Development, Dr. N.G.P. Arts and Science College, Coimbatore in association with Sraddha Academy.
- National Level Faculty Development Programme on "Managing Online Classes" Organized by Internal Quality Assurance Cell in collaboration with Department of B. Com, BAF, BMS and BAMMC on 9th September 2021. Clara’s College of Commerce Yari Road, Versova, Andheri - West, Mumbai – 61 permanently affiliated to University of Mumbai.
- International Conference on Data Driven Sustainable Business Practices During Turbulent Times, at Mount Carmel College, Autonomous Centre for International Programs and Partnerships (CIPP) Bangalore August 2023.
- National conference on social innovation and business sustainability by Faculty of Commerce Dr.N.G.P. Arts and Science College Coimbatore February 2023.
- ICSSR Sponsored One Day National Seminar on “Structural and Institutional Dimensions of Sustainable Development Goals (SDG) in India: A Narrative” Department of Commerce PSG College of Arts and Science Coimbatore August 2023.

#### **PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMME**

- Enhancing Teaching and Creating an Effective Learning Process in the Contemporary Hindustan College of Arts and Science, Coimbatore 22 - Sep- 2021 to 28-Sep-2021.
- Quality Measures in Higher Education, Dr.N.G.P. Arts and Science College, Coimbatore, 03-Dec-2018 to 09-Dec-2018.

- Faculty Development Programme from 2020 – 03 – 02 to 2020 – 06-30 on Front Accounting - 2.4.7 organized by Dr. N.G.P. Arts and Science College with course material provided by Spoken Tutorial Project, IIT Bombay.
- Faculty Development Programme from 2020-03-17 to 2020-06-30 on SCILAB organized by Dr.N.G.P. Arts and Science College with course material provided by Spoken Tutorial Project, IIT Bombay.
- Online Faculty Development Programme on “Research Methodology and Pedagogy for Tertiary Education” organized by Internal Quality Assurance Cell and Center of Faculty Development Dr. N.G.P. Arts and Science College June 15 to 21,2021.
- Faculty Development webinar under UGC PARAMARSH scheme on “PLAN and PROGRESS” on 28th September, 2021 jointly organized by Internal Quality Assurance Cell and A Centre for Innovation & Development of Entrepreneurship, The Standard Fireworks Rajaratnam College for Women, Sivakasi.
- Department of Computer Science (UG & PG), Computer Applications & Information Technology 3 Day International Faculty Development Programme on “ICT Tools for Teaching, Learning & Evaluation” organized by Department of Computer Science (UG& PG), Computer Applications & Information Technology, Saradha Gangadharan College Puducherry, from 04.08.2021 to 06.08.2021.
- Faculty Development Programme on Publication in Scopus Indexed Journals, Organized by Department of Commerce Sree Narayana Guru College Coimbatore, On 8<sup>th</sup> September 2021.
- Five Day National Faculty Development Programme on ‘AI In Education and Business’ Organized by Department of Business Administration Hindustan College of Arts and Science Coimbatore, Tamil Nadu held during 08.01.2024 – 12.01.2024.
- Five Day National Faculty Development Programme on “Outcome Based Education” during 17th - 21 June 2023, Organized by Centre for Professional Development Dr. N.G.P. Arts and Science College Coimbatore, Tamil Nadu 2023.

- Five Day National Faculty Development Programme on “Outcome Based Education” during 30th June– 4th July 2023, Organized by Centre for Professional Development Dr.N.G.P. Arts and Science College Coimbatore, Tamil Nadu 2023.
- Seven Day National Faculty Development Programme on ‘Emerging Trends and Challenges in Commerce and Management Education’ Organized by Department of Commerce with International Business Hindustan College of Arts and Science Coimbatore, Tamil Nadu held during 19.09.2023 – 26.09.2023
- Seven Day National Faculty Development Programme on ‘The Power of Positivity Approach in Teaching and Learning System of Cultural Transformation’ Organized by Department of Commerce with Professional Accounting, Hindustan College of Arts and Science Coimbatore, Tamil Nadu held during 19.09.2023 – 26.09.2023
- Seven Day National Faculty Development Programme on ‘Research Methodology’ Organized by Department of Commerce Arts and Science College Coimbatore, Tamil Nadu held during 12th December – 19th December 2022.
- Five Day National Faculty Development Programme on ‘Up Skilling Research and Its Applications’ Organized by Department of Commerce SRI KanyakaParameswari Arts and Science College Affiliated by University of Madras, Chennai, Tamil Nadu held during 24.07.2023 – 28.07.2023
- Five Day National Faculty Development Programme on ‘Art of Effective Teaching’ Organized by Faculty Development Cell, Suguna College of Arts and Science Coimbatore, Tamil Nadu held during 31st July to 4th August 2023.

## **BOOK CHAPTERS**

- Future of Finance; The Impact of Crypto Currency Chapter has been published in the edited Book title “Digitalization of the Indian Financial Sector” Vol – III Edition – I, ISBN: 978 – 81-19337 -00-2, pp-74 July 2023.



- Book Chapter in the Book titled Development in Commerce and Management with “Connecting the Internet of Things and Artificial Intelligence for E – Commerce” IOT Academy Publishers, with ISSN: 978-93-93622-37-2 in February 2024.

### **ONLINE COURSES**

- MOOC Short-Term Course on Guidance and Counselling Conducted during 20 – 27 June 2023 the Grade obtained is A.
- Contract Management for Beginners Mehul Metha Global Delivery Head – TCS iON, Tata Consultancy Service 1st December 2023.

### **WORKSHOP & LIFE MEMBER (LMI2OR POWERD BY I2OR)**

- Life Member of International Institute of Organized Research (I2OR) w.e.f. August 2023, membership number: i2or/2020/01184.
- “Selection of the Right Journal for a Manuscript” three days online workshop held from August 29,2023 to August 31,2023, Nuhianwali Education Society, Nuhianwali Public School, Nuhianwali, Sirsa Haryana India.
- Professional Development Workshop on Digital Creativity Skills as a part of Adobe Academic Essentials Program at Dr. N.G.P. Arts and Science College Coimbatore 2023.
- One-week National e-Workshop on Innovation and Intellectual Property Rights, New IPR 2023 e – workshop by Innovative Technology Enabling Centre (InTEC),CSIR-IMMT, Bhubaneswar during June 12 – 17, 2023.