

Name : Dr. D. Shanmugavadivel

Designation : Assistant Professor

Department : Commerce

Qualification : M.Com., MBA, PGDCA, M.Phil., SET, Ph.D.

Experience : Teaching 13 Years 8 Months

Area of Specialization(s) : Marketing

Email : shanmugavadivel@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Commerce	SNMV College of Arts and Science, Coimbatore	2024
M.Phil.	Commerce	Sree Ramu College of Arts and Science, Pollachi	2011
M.Com.	Commerce	Sree Ramu College of Arts and Science, Pollachi	2009
MBA	Management	Bharathiar University, Coimbatore	2013
PGDCA	Computer Applications	Bharathiar University, Coimbatore	2010

Additional Qualifications

Cert.	Area of Specialization	Institution / University Name	Year
SET	Commerce	Mother Teresa Women's University	2017
Certificate	Human Resource	NPTEL	2020
Certificate	Create employee management System When I work	Infosys Springboard	2022
Certificate	Expenses in profit Books	Infosys Springboard	2022
Certificate	Time Management	Infosys Springboard	2022
Certificate	Demystifying Strategy	Infosys Springboard	2023
Certificate	Contract Management for Beginners	tcsiON	2023
Certificate	Guidance and Counselling	ISS College of Teacher Education	2023

Research Publications (Indexed)

International

- D.Shanmugavadivel, A Study on Women Entrepreneur's Awareness About Government Schemes – Special Reference to Coimbatore District, GIS SCIENCE JOURNAL, Vol.,11 Issue 6,pp., June 2024, ISSN No; 1869- 9391
- D.Shanmugavadivel, A Study on Various Credit Options Available Through Banks to People In Coimbatore, GIS SCIENCE JOURNAL, Vol.,11 Issue 6,pp., June 2024, ISSN No; 1869- 9391
- D.Shanmugavadivel, A Study on Difficulties Faced in The Powerloom Sectors With its Direct Innovation Swilzer And Airjet With Reference to Coimbatore, Tirupur District, GIS SCIENCE JOURNAL, Vol.,11 Issue 6,pp., June 2024, ISSN No; 1869- 9391
- D.Shanmugavadivel, A Study on Effectiveness of Influence Marketing Affects the Students Buying Behaviour On Books, GIS SCIENCE JOURNAL, Vol.,11 Issue 6,pp., June 2024, ISSN No; 1869- 9391
- D.Shanmugavadivel, A Study on Progress and Performance of The Crop Insurance Scheme with The Reference to Karur District, GRADIVA REVIEW JOURNAL, Vol.,10 Issue 7,pp., July 2024, ISSN No; 0363-8057
- D.Shanmugavadivel, Investment Pattern of Salaried People with Reference to Coimbatore City, GIS SCIENCE JOURNAL, Vol.,11 Issue 7,pp., July 2024, ISSN No; 1869-9391
- D.Shanmugavadivel, The Impact on Labour welfare in Lakshmi Steel Pvt Ltd, Coimbatore, Goya Journal, Vol.,17 Issue 7,pp., July 2024, ISSN No; 0017 – 2715
- D.Shanmugavadivel, Growth Challenges and Opportunities in Chit Funds Organizations with Reference to Coimbatore., GIS SCIENCE JOURNAL, Vol.,11 Issue 8,pp., August 2024, ISSN No; 1869-9391
- D.Shanmugavadivel, A Comparative Study on Consumer Usage of Petrol and Diesel Vehicle, Journal of Emerging Technologies and innovative Research, Vol.,10 Issue 6,pp., August 2023, ISSN No; 2349 -5162
- D.Shanmugavadivel, A study on consumer satisfaction towards Rapido services in Coimbatore City, Journal of Emerging Technologies and innovative Research, Vol.,10 Issue 9, pp., September 2023, ISSN No; 2349 –5162

- D.Shanmugavadivel, A study on satisfaction level of Google pay users with special reference to Coimbatore city Journal of Emerging Technologies and innovative Research, Vol.,10 Issue 9, pp., September 2023, ISSN No; 2349 -5162
- D.Shanmugavadivel, A study on satisfaction level of customer in one plus mobile with special reference to thirupur city, Journal of Emerging Technologies and innovative Research, Vol.,10 Issue 9, pp., September 2023, ISSN No; 2349 –5162
- D.Shanmugavadivel, A study on investors Preference towards ICICI Lombard General Insurance Company limited, Journal of Emerging Technologies and innovative Research, Vol.,10 Issue 9, pp., September 2023, ISSN No; 2349 –5162
- D.Shanmugavadivel, A Comparative study on customers satisfaction towards SBI and ICICI Bank , Journal of Emerging Technologies and innovative Research, Vol.,10 Issue 9, pp., September 2023, ISSN No; 2349 –5162
- D.Shanmugavadivel, Consumer's Perceived Risk and Satisfaction in online shopping, International Journal of Creative Research Thoughts, Vol.,10 Issue 6, pp., June 2022, ISSN No; 2320 – 2882
- D.Shanmugavadivel, Effectiveness of Advertising A New Product through Social Media, International Journal of Creative Research Thoughts, Vol.,10 Issue 7, pp., July 2022, ISSN No; 2320 – 2882
- D.Shanmugavadivel, Influence of Instagram Marketing on Shopping Preference of consumers, International Journal of Research and Analytical Reviews, Vol.,9 Issue 2, pp., June 2022, ISSN No; 2349 – 5138
- D.Shanmugavadivel, Consumer Behaviour Towards Smartphones, International Journal of Research and Analytical Reviews Vol.,9 Issue 3, pp., July 2022, ISSN No; 2348– 1269
- D.Shanmugavadivel, Customer Satisfaction Towards Ramraj Cotton, International Journal of Creative Research Thoughts Vol.,9 Issue 2, pp., July 2022, ISSN No; 2320– 2882
- D.Shanmugavadivel, Customer Preference and Satisfaction Towards Honda DIO with Special Reference in Coimbatore City, International Journal of Research and Analytical Reviews Vol.,9 Issue 3, pp., July 2022, ISSN No; 2349– 5138

- D.Shanmugavadivel, A study on problems and prospects of handloom weavers, International Journal of Research and Analytical Reviews, Vol.,9 Issue 3, pp., July 2022, ISSN No; 2349–5138
- D.Shanmugavadivel, A Study on impact of social media on buying behaviour special reference to Coimbatore City, EPR International journal of Research & Development, Vol., - 6 Issue5, May 2021, ISSN No: 2455 - 7838 (IJRD)
- D.Shanmugavadivel, A Study on marketing strategies towards chines brand mobilephones with special reference to Coimbatore City, EPR International journal of Research & Development, Vol., - 6 Issue5, May 2021, ISSN No: 2455 - 7838 (IJRD)
- D.Shanmugavadivel, A Study on customer preference and satisfaction towards REDMI mobile phone with special reference to Coimbatore City, EPR International journal of Research & Development, Vol., - 6 Issue5, May 2021, ISSN No: 2455 - 7838 (IJRD)
- D.Shanmugavadivel, A Study on customer satisfaction in post office saving schemes with special reference to Coimbatore City, EPR International journal of Research& Development, Vol., - 6 Issue5, May 2021, ISSN No: 2455 - 7838 (IJRD)
- D.Shanmugavadivel, A Study on customer preference and satisfaction towards online shopping in AMAZON with special reference to Coimbatore City, International journal of multidisciplinary educational research, Vol., - 10 Issue 5, May2021, ISSN No: 2277 - 7881 (IJMER)
- D.Shanmugavadivel, A Study on customer brand preference towards FASTRACKK wrist watch in Coimbatore City, International journal for science and advanced research in technology, Vol., - 7 Issue6, June 2021, ISSN No: 2395 - 1052 (IJSART)
- D.Shanmugavadivel, A Study on public awareness towards goods and service tax with special reference to Coimbatore City, International Journal of All Research Education & Scientific Methods, Vol., - 9 Issue6, June 2021, ISSN No: 2455 - 6211 (IJARESM)
- D.Shanmugavadivel, A Study on customer perception of online food ordering special reference with Coimbatore City, International Journal for Science and Advanced Research in Technology, Vol., - 7 Issue6, June 2021, ISSN No: 2395 - 1052 (IJSART)

- D.Shanmugavadivel, A Study on Job Gratification of Private School Teachers with special reference to Pollachi Taluk, International journal of Management and Humanities, Vol., - 5 Issue4, February 2019, ISSN No: 2349 - 7289 (IJMH)
- D.Shanmugavadivel, A Study on Awareness of Farmers on Agricultural Finance in Public Sector Banks with special reference to Coimbatore District, International journal of Science and Research, Vol.,6 Issue 6, pp., JUNE 2017, ISSN No; 2319 – 7064

Book Publications

- Innovations in Commerce and management published on March 2025 by innovation online training academy ISBN 978-93-48990-60-0

Books and Book Chapters

- Dr. D. Shanmugavadivel and Ms. Kavika Sri. R.R “THE ROLE OF EMOTIONAL INTELLIGENCE AND INNOVATIONS IN EFFECTIVE MANAGEMENT” Applications of AI, IOT Academy Publishers. September 2024, pp 152-158, ISBN: 978-93-93622-60-0
- Dr. D. Shanmugavadivel and Ms. Ms. I. Yazhini “IMPACT ON ARTIFICIAL INTELLIGENCE ON PROJECT MANAGEMENT” Applications of AI, IOT Academy Publishers. September 2024, pp 152-158, ISBN: 978-93-93622-60-0
- Dr.D.Shanmugavadivel and Rohini. Yoga for the happier you: Exploring the science behind the practice, Yoga for Health Happiness and Harmony, Coimbatore Institute of Information technology, July 2024, pp 501-504, ISBN: 978-93-6126-678-6
- Opportunities & Challenges for Innovation Policies. School of Applied Commerce A.V.P College of Arts and Science., AUGUST – 2024 ISBN 978-93-340-9126-7
- Future Role of Internet of things and artificial Intelligence in insurance Sectors,IOT Academy Publishers, FEB - 2024 ISBN 978-93-93622-83-9.

Patent

- Effective Business Communication in the Digital Age: Strategies for Success, D.Shanmugavadivel, 2024, Application No.202421059448 A
- The Implementation of An Artificial Intelligence-Based Algorithm In The Product Information Security System For International Trade, D.Shanmugavadivel, 2024, Application No.202421001239 A.

Presentations in Conference

- Financial Services, Issues & Challenges PKR Arts College for Women Gobichettipalayam, 13-Aug-2013.
- Central bank Digital Currencies, Bharathiar University, Coimbatore, 14 to 16-Sep-23.

Participation in Conference

National

- Insurance and Technology Emerging Challenges, Sri Ramakrishna College of Arts and Science, Coimbatore, 27-Sep-2019.
- Indian Insurance Industry: Sustainability in the Era of Globalization, GRD School of Commerce & International Business, 13-Mar-2014.

Presentation in Seminars

National

- Work life balance of women micro entrepreneurs in Indian Society after covid 19 pandemic, Bishop Ambrose College, Coimbatore, 29-Feb-2024.

Participation in Seminars

- Opportunities & Challenges for Innovation Policies, A.V.P College of Arts and Science. AUGUST -2024
- Methodological issues in commerce Research, Sree Narayana Guru College, Coimbatore, 06-Jan- 2015.
- Transforming Quality of Teaching by Adopting and Innovating ICT Tools & Techniques, Sri Ramakrishna college of Arts and Science, Coimbatore, 21-04-2022 to 22-04-2022.

Participation in Workshop

- E- Banking, Sree Narayana Guru College, Coimbatore, 14-Feb-12.
- Placement officers' workshop for excellence in requirement learning Series, NSE Academy, 30-Sep-21.
- Outcome Based Education (OBE), IPSR Solutions ltd, Kottayam, 4-Mar-23.
- Selection of the Right journal for a Manuscript, Nuhianwali Education Society, 29 to 31-Aug-23.
- Excellence in Research Methodology SRM Institute of Science and Technology 23rd September 2024 to 28th September 2024.
- Online Workshop on Data Analytics & AI, Centre for Computer Science and Information Technology (CCSIT), 15th June 2024.

Participation in Orientation Programme / Short Term Courses

- MOOC Online certificate course cum workshop AI and google tools in education. in Santa dharma college on 21st to 30th November 2024

Participation in Faculty Development Programme

- Significance of Emerging Technologies & Intellectual Property Rights (IPR) Mangalmay Institute of Management & Technology, Gr. Noida, 16th December – 20th December 2024.
- Intellectual Property Rights in the age of AI, ML, Cyber Security and Blockchain, Mangalmay Institute of Management & Technology, 24 June- 2024 to 28 June 2024.
- Outcome Based Education, Dr. N.G.P Arts and Science College, 17-June-2023 to 21-June-2023.
- Emerging Trends & Challenges in Commerce & Management Education, Hindustan College of Arts and Science, 19th September 2023 to 26th September 2023.
- Empowering Education for innovation – A NEP Perspective, Dr. N.G.P Arts and Science College 30-June-2023 to 4th-July-2023.

- Teaching pedagogy and online Resources & Tools, IOT Academy 8th December -2022to 9th December 2022.
- Plagiarism in Academic Research & Author Identifiers, Indian Institute of Managementand Commerce, 11th April – 2022 to 12th April -2022.
- Digital Teaching Methods in Higher Education Hindustan College of Arts and Science23-Sep-2021 to 28-Sep-2021
- Online FDP "Research Methodology and Pedagogy for Tertiary Education, Dr. N.G.P.Arts and science College 15-June-2021 to 21-June-2021
- Multi-Dimensional Scaling, Shri Nehru Maha Vidyalaya College of arts and Science 21-Nov-2014.

Conference / Seminars / Workshop Organized

- Committee member, National conference on social innovation and business sustainability, Dr. N.G.P. Arts and Science College, Coimbatore, 09-Feb-2023.

Reviewer

- Reviewer in Spectrum Journals, Since 2023

Member in BOS

Board of Commerce, Dr.N.G.P. Arts and Science College ,Coimbatore , since 2020

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Period
National Institute for Technical Training& Skill Development	Life membership	Since Sep 2021

Recognition National / International

Nature of Recognition	Organization / Institution	Year
NAAC Member Criterion VI	Dr.N.G.P. Arts and Science College - Coimbatore	2022

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
International Award for Outstanding Educator	I2OR	2024