

Name : Mr. S. Muruganantham

Designation : Assistant Professor

Department : B.Com Finance

Qualification : M.Com., M.Phil. (Ph.D)

Experience : Teaching: 5 Years

Specialization(s) : Account and Finance

Email ID : muruganantham.s@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Commerce	Chikkaih Naicker College Erode	2022 (Pursing)
M. Phil.	Commerce	P.S.G. College of Arts and Science	2016
M. Com.	Commerce	V.H.N.S.N.College	2013
B. Com. CA	Computer Applications	V.H.N.S.N.College	2011

Academic Experience

S.No	Institution	Designation	Period
1.	Dr.N.G.P. Arts and Science College	Assistant Professor	June 2017 to till.

Additional Qualifications

Certification	Area of Specialization	Agency Name	Year
Certification	Finance	Udemy	2018
Certification	Computer Application	Udemy	2018
Certification	Computer Application	Udemy	2018
Certification	Computer Application	Udemy	2018
Certification	Finance	Udemy	2018
Certification	Getting Started with Working Remotely	Infosys Springboard	2023

Research Publications (Indexed)

International

- S.Muruganantham, A Study on Consumer Behavior towards Online Shopping with Special Reference to Amazon, EPRA international journal of research and development (ijrd),

vol. 7, issue. 7, Jul -21, ISSN: 2355-3662, Impact Factor: 8.047.

- S.Muruganantham, **A Study on Financial Performance of Mahindra and Mahindra Company, EPRA international journal of research and development (ijrd)**, vol. 8, issue. 7, Jul -21, ISSN: 2348-814X, Impact Factor: 7.743.
- S.Muruganantham, **A Study on Customer Satisfaction towards Online Shopping with Special Reference to Coimbatore City, EPRA international journal of research and development (ijrd)**, vol. 8, issue. 7, Jul -21, ISSN: 2348-814X, Impact Factor: 7.743.
- S.Muruganantham, **A Study on Financial Performance of Mahindra Bank, EPRA international journal of research and development (ijrd)**, vol. 7, issue. 7, Jul -21, ISSN: 2355-3662, Impact Factor: 8.047.
- S.Muruganantham, **A Study on Customer Satisfaction towards Online Medical Shopping with Special Reference to Coimbatore City, EPRA international journal of research and development (ijrd)**, vol. 7, issue. 8, Aug-21, ISSN: 2355-3662, Impact Factor: 8.047.
- S.Muruganantham, **A Study on Customer Satisfaction towards KTM bikes with Special reference to Coimbatore City, EPRA international journal of research and development (ijrd)**, vol. 7, issue. 8, Aug-21, ISSN: 2355-3662, Impact Factor: 8.047.
- S.Muruganantham, **A Study on Financial Performance of Larsen and Turbo, EPRA international journal of research and development (ijrd)**, vol. 7, issue. 8, Aug-21, ISSN: 2355-3662, Impact Factor: 8.047.
- S.Muruganantham, **A Study on Impact of attraction of mobile games towards college students with Special reference to Coimbatore District, EPRA international journal of research and development (ijrd)**, vol. 7, issue. 8, Aug-21, ISSN: 2355-3662, Impact Factor: 8.047.
- S.Muruganantham, **A Study on Marketing Practices and Opportunities of Mushroom Cultivation with Special reference to Nilgiris District, EPRA international journal of research and development (ijrd)**, vol. 7, issue. 7, Jul -21, ISSN: 2355-3662, Impact Factor: 8.047.
- S.Muruganantham, **A Study on Customer preference towards Courier Services with reference to Tirupur City, EPRA international journal of research and development (ijrd)**, vol. 7, issue. 7, Jul -21, ISSN: 2355-3662, Impact Factor: 8.047.
- S.Muruganantham, **A Study on Financial Performance of HDFC Bank LTD, EPRA international journal of research and development (ijrd)**, vol. 7, issue. 6, Jun -21, ISSN:

2355-3662, Impact Factor: 8.047.

- S.Muruganantham, **A Study on Customer Satisfaction towards Reliance Trends with Special reference with Coimbatore City**, EPRA international journal of research and development (ijrd), vol. 7, issue. 7, Jul -21, ISSN: 2355-3662, Impact Factor: 8.047.
- S.Muruganantham, **A Study on Financial Performance of Cognizant Technology Solutions**, EPRA international journal of research and development (ijrd), vol. 7, issue. 7, Jul -21, ISSN: 2355-3662, Impact Factor: 8.047.
- S.Muruganantham, **A Study on Consumer Buying Behavior towards Smartphones with special reference to Tirupur city**, EPRA international journal of research and development (ijrd), vol. 7, issue. 6, Jun -21, ISSN: 2355-3662, Impact Factor: 8.047.
- S.Muruganantham, **A study on impact of television advertisement on consumer buying behavior in FMCG products with special reference in Coimbatore city**, EPRA international journal of research and development (ijrd), vol. 5, issue. 12, dec-20.
- S.Muruganantham **A study on customer satisfaction towards dio scooty (Honda) with special reference to Coimbatore city**, EPRA international journal of research and development (ijrd), vol. 5, issue. 12, dec-20.
- S.Muruganantham, **A Study on Customer Satisfaction in Red-Mi Mobile with Special Reference in Coimbatore City**, EPRA international journal of research and development (ijrd), vol. 5, issue. 11, Nov -20.
- S.Muruganantham, **A Study on Consumer Satisfaction towards Good Day Biscuits with Special Reference to Coimbatore City**, EPRA international journal of research and development (ijrd), vol. 5, issue. 11, Nov -20.
- S.Muruganantham, **A Study on Customers Satisfaction towards One plus Mobiles with Special Reference to Coimbatore City**, EPRA international journal of research and development (ijrd), vol. 5, issue. 11, Nov -20.
- S.Muruganantham, **A Study on Customer Satisfaction towards Godrej Refrigerator with Reference to Coimbatore City**, EPRA international journal of research and development (ijrd), vol. 5, issue. 11, Nov -20.
- S.Muruganantham, **Aadhar Linking: Benefits and Concerns**, EPRA International Journal of Research and Development (OJRD), Vol.4 No.3 Issue, pp.171-174, Mar-19, ISSN: 2455-7838, Impact Factor: 6.093.

- S.Muruganantham, **Digital India: Impact on Indian Economy**, International Journal for Science and Advance Research in Technology”, Vol.5 No.1 Issue, pp.24-27, Jan-19, ISSN: 2395-1052, Impact Factor: 5.388(Google Scholar, Academia.ed, issue Indian science. in, Academic Resource Index-ResearchBi).
- S.Muruganantham, **Study Of Customer Satisfaction Towards Online Shopping With Special Reference To Coimbatore City**, International Journals of Applied Research, Vol.3 No.12 Issue, pp.171-174, Dec-17, ISSN: 2394-7500, Impact Factor: 5.2(Index Copernicus International, Google-Scholar).

Participation in Faculty Development Programme

- Five Days Faculty Development Program on **Teaching Pedagogy and Life Skill Management** organized by the Department of Commerce, Hindusthan College of Arts and Science (Autonomous), Coimbatore during 27rd – 31th Mar-23.
- One day Faculty Development Program on “**Art of Effective Teaching**” organized by the **Globalfti Pvt. Ltd and Department of B.Com (A&F) & B.Com BA, PSGR Krishnammal College for Women**, Coimbatore on 12.02.2020.
- Seven Days Faculty Development Program on **NAAC Revised Accreditation Framework and OBE Assessment Methodology** organized by the Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 27-May-19 to 02-Jun-19.
- Seven Days Faculty Development Program on **Quality Measures in Higher Education** organized by the Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 3rd – 9th Dec-18.

Conference / Seminar / Workshop Organized

- One day National Level Business Analytical Conclave on “**Reinvent Your Business Using Data Analytics**” organized by Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore on 20-Mar-23.
- One day National Level Seminar on “**Research Methodology**” organized by Department of Commerce, Erode Arts and Science College, Erode on 15-Mar-23.
- One day International Conference on “**Presidency of G20 And its Impact on Industries – Marching Towards New Millenium**” organized by Department of Commerce PA and Commerce AF, Hindusthan College of Arts and Science (Autonomous), Coimbatore n 08-Mar-23.
- Committee member, National Conference on **Social Innovation and Business Sustainability**

organized by Department of Commerce, Commerce with Professional Accounting, Commerce Finance and Commerce Cost Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 09-Feb-23.

- Committee member , National Conference on **Implications of Fintech in Indian Economy** organized by Department of Commerce with Professional Accounting, Department of Commerce and Department of Commerce Finance, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 04.03.2020.
- Participate Three days, National Workshop on **Advanced Research Methodology & Statistical Data Analysis for Research Scholars**, organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 11-Dec-23 to 13-Dec-23.
- Committee member, National Conference on **Disruptions in Banking Sector in Current Scenario** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 28-Feb- 18.

Editorial / Review Board Member

- Acted as Editorial Board Member, National Conference on **Social Innovation and Business Sustainability** organized by Department of Commerce, Commerce with Professional Accounting, Commerce Finance and Commerce Cost Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 09-Feb-23, and Coimbatore with ISBN 978-81-961752-9-0.
- Acted as Editorial Board Member, **One Day Level National Seminar on Disruptions in Banking Sector in Current Scenario**, book Published by Department of Commerce Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, and Non-Olympic Times, Coimbatore with ISBN 978-81- 935722-5-2.