

Name Dr. P.KANNAN
Designation : Associate Professor
Department : Commerce



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

Experience :Teaching: 19 Years, 4 Months Industry: 0 Research : 17

Area of Specialization(s) : Finance, Human Recourse Management and Marketing

Email (Official ID) :kannan.p@drngpasc.ac.in , pkannan.renu@gmail.com

Phone No. : 8056345567, 9443926991

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
PGDCA	Computer Application	Bharathiar University, Coimbatore.	2020
Ph.D.	Commerce	Vivekananda College, Madurai. Madurai Kamaraj University.	2009
M.Phil.	Commerce	Vivekananda College, Madurai. Madurai Kamaraj University.	2003
M.Com	Commerce	Vivekananda College, Madurai. Madurai Kamaraj University.	2002
B.Com	Commerce	Vivekananda College, Madurai. Madurai Kamaraj University.	2000

GrantsReceived

Event Title	Agency	Amount	Date
Effective Strategies and its impact on consumers of toddler milk powder in Coimbatore and Palakkad District.	ICSSR	12,42,000	2018-2020
StartupTN – Pre-incubation Centre in Dr. NGP Arts and Science College, Coimbatore48	State Govt.	22,50,000	2024-2025

ResearchGuidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	15	3
M. Phil.	35	-

EXPERIENCE Total – 18 Years, 6 months

- As a Lecturer in Commerce, Sri Jayendra Saraswathi College in Kodaikanal. Period of June-2005 to April-2007.
- As a Lecturer in Commerce, PARKS College, Tirupur, Period of 22.06.2007 to 23.6.2009
- As a Programming Officer in Park's College NSS.
- As a Asst. Professor of Commerce, SRMV College, Coimbatore – 20, during 24.6.2009 to 24.6.2010.
- As a Asso. Professor and Head in Commerce, Sree Narayana Guru College , Coimbatore – 105, Period 25.6.2010 to 07.09.2021.
- AS a Associate Professor in Commerce, Dr. NGP Arts and Science College, Coimbatore – 641048. Period 13.09.2021 to Till date.

Coordinator

- Faculty Development Programme
- Entrepreneurial Development Cell
- StartupTN – pre-incubation Centre (Rs.22,50,000)

Research Publications(Indexed)

International

- Dr. P. Kannan, Cooperative opportunities for strengthening SMEs in dealing with online platforms, Journal of Co-operative Organization and Management, 2024, Elsevier
- Dr. P. Kannan, Total Quality Management in Manufacturing Firms: Current and Future Trends, Emerald Publishing Limited, ISSN – 1463-6689, June- 2024
- Dr. P. Kannan, OVERVIEW OF GARMENT INDUSTRY AND EXPORT PERFORMANCE IN TIRUPUR, International Journal of Research Analytical Reviews, Vol. 11, Issue 4, Page. 791 to 799, Peer-reviewed and Open Access, Nov. 2024,
- Dr. P. Kannan., Collaborative – Commerce in supply Chains: A review and classification of analytical models, International Journal of Production Economics, Elsevier- May 2023
- Dr. P. Kannan, A comprehensive study on unlocking the future of digital payments: Exploring the power and potential of UPI. Journal of Research Administration, 2573-7104, Vol-5, Issue-2, Nov- 2023. **SCOPUS, UGC CARE.**
- Dr. P. Kannan, Digital Payment methods: Challenges and Opportunities, Journal of Namibian Studies, 2197-5523, Vol-37, Issue: S1, Nov.23, **SCOPUS, UGC Care.**
- Dr. P. Kannan, E-CRM Practices – A Study on Banking Sector in India, High Technology Letters, 1006-6748, Vol-29, Issue-11, November-23, **SCOPUS, UGC Care.**
- Dr. P. Kannan, A Study on the customer's Perception and Satisfaction towards Hypermarkets with Special reference to Malappuram District. 0044-0477, Nov.2023, Vol.No.23, Issue 11 (**Scopus, UGC Care**) – International journal YMER.
- Dr. P. Kannan, A Study on the Effects of Online Education Platforms in Competitive Exams, 0974-0066, July-Dec.22, Vol.No. 82, Issue. 24, July-Dec. 2022.
- Dr. P. Kannan, A Study on Social Media Influence of Buying Behaviour, KUTAP International Journal, 2582-5356, July-Dec. 22,
- Dr. P. Kannan, Consumer Satisfaction of Public Distribution system during Covid-19 Pandemic with Special Reference to Malamuzha Grama Panchayat, KUTAP International Journal, 2582-5356, July-Dec. 22.
- Dr. P. Kannan, A Study on Awareness Level and usage Pattern of Unified Payment Interface among users in Ernakulam District, Shodhasamhita: Journal of Fundamental & Comparative Research, 2277-7067, July-Dec.22, Vol. 8, No. 2(IV), July-Dec. 22.
- Dr. P. Kannan, Effectiveness of Digital marketing among youth, s buying behavior, South

India Journal of Social Science, 0972-8945, Vol.,-21, Issue: 1, January - June, 2023.

- Dr. P. Kannan, **Awareness, usage and satisfaction of SBI Customers towards Electronic Customer Relationship Management Practices with Special Reference to Kannur District**, RabindraBharati Journal of Philosophy, 0973-0087, Vol., 23, Issue. 20.may.22
- Dr. P. Kannan, **A Study on Mergers and Acquisitions in Banking Sector**, Journal of Emerging Technologies and Innovative Research (JETIR), 2349-5162, Vol., 8, Issue. 11, November-2011.
- Dr. P. Kannan, **A Study of Quality of services of Aadhar enabled public Distribution system in Kerala**, **Studies in Indian Place Names**, Vol.40, and Issue. 90, pp. 154 -158, March-2020, ISSN No.2394-3114, DOI (Google Scholar / UGC / EI / EBSCOetc.,)
- Dr. P. Kannan, **A Study on the role of Micro finance and SHGs in Financial Inclusion**, **KALA: Journal of Indian Art History Congress**, Vol.27, Issue. 1(VII), pp.161 -163, March-2021, ISSN No.0975-7945, DOI (Google Scholar / UGC / EI / EBSCO etc.,)
- Dr. P. Kannan, **A Study on Employee Attitude towards Acceptance of Change at Indus motors pvt. Ltd**, Nilambur, Sambodhi, Vol.44, Issue. 1(XVIII), pp. 147 -151, January-March-2021, ISSN No.2249-6661, DOI (Google Scholar / UGC / EI / EBSCO etc.,)
- Dr. P. Kannan, **A Study on female employee's attitude towards effectiveness of work from home on productivity at Infosys, Bangalore during covid-19**, A Journal of the History of Ideas and Culture, Vol.38, Issue. 01, pp.5 -11, March-2021, ISSN No.0337-743X, DOI (Google Scholar / UGC / EI / EBSCOetc.,)
- Dr. P. Kannan, **SDI Qualification using TQM Perception**, JM International Journal of Management Research, Vol.2, Issue. 2, pp. 357-362, September-2012, ISSN No.2229-4562, DOI (GoogleScholar)
- Dr. P. Kannan, **CRM- A new Measurement of Marketing**, JM International Journal of Marketing Management, Vol.2, Issue.2, pp. 100 -103, May-2012, ISSN No.2230-701X, DOI (Google Scholar /UGC)
- Dr. P. Kannan, **A Study on employees' satisfaction towards E-HRM in private Sector Bank**, International Journal of Research in Commerce, IT and Management, Vol.7, Issue.8, pp. 72 -75, August-2017, ISSN No.2231-5756, DOI (Google Scholar /UGC)
- Dr. P. Kannan, **Impact of E-HRM in Private Sector Banks of Coimbatore District**, Vol.4, Issue.12, pp. 114 -119, Dec-2016, ISSN No.2320-5407, DOI (Google Scholar / UGC)

- Dr. P. Kannan, **A Study on employee's perceptions towards E-HRM in Private Sector Banks of Coimbatore District**, IJARIE, Vol.3, Issue.1, pp. 769 -778, May-2017, ISSN No.2395-4396, DOI (Google Scholar /UGC)
- Dr. P. Kannan, **Emperor International Journal of Finance and Management Research, Challenges of Online Payment Systems with Special Reference to Kalikavu Block Panchayath**, Vol.4, Issue.5, pp. 23 -33, May-2018, ISSN No.2395-5929, DOI (Google Scholar /UGC)
- Dr. P. Kannan, **"The MIRROR" Confronts of Online Payments System with special reference to Wandoor Block Panchayath**, International Research Journal of Commerce, Management and Social Science. Vol.8, Issue.4, pp.128 -138, June-2018, ISSN No.2249-8112, DOI (Google Scholar / UGC)
- Dr. P. Kannan, **Investment Behaviour of Individuals in Share market – A Study in special reference to NilamburMinicipality in Kerala State**, POSEIDON, Journal of Commerce, Management and Social Science. Vol.6, Issue.2, pp. 140 -145, December-2017, ISSN No.2319-6238, DOI (Google Scholar /UGC)
- Dr. P. Kannan, **A Study on the saving Pattern of the Household investor in post office small savings schemes**, International Journal of Research and Analytical Reviews, Vol.6, Issue.2, pp. 202 -210, June-2019, ISSN No.2349-5138, DOI (Google Scholar /UGC)
- Dr. P. Kannan, **The Impact of Mobile – Commerce: A SWOT Analysis**, Cikitusi Journal for Multidisciplinary Research, Vol.6, Issue.4, pp. 265-271, April-2019, ISSN No.0975-6876, DOI (Google Scholar /UGC)
- Dr. P. Kannan, **Challenges Faced by the Organization While Selecting the competing employees in the competitive Era**, Shalax International Journal of Arts, Science and Humanities., Vol.5, Issue.5, pp. 90 -94, April-2018, ISSN No.2321-788X, DOI (Google Scholar /UGC)
- Dr. P. Kannan, **Study on Liquidity of Sail and Tisco – a Comparative Study**, International Journal of scientific Research, Vol.5, Issue.1, pp. 1 - 5, January- 2016, ISSN No.2277-8179, DOI 10.15373(Google Scholar / UGC / EI / EBSCOetc.,)
- Dr. P. Kannan, ***99# Service-An innovation to Mobile Banking, PARIPEX** , Indian Journal of Research, Vol.6, Issue.11, pp. 3 - 5, November- 2017, ISSN No.2250-1991, DOI10.15373/22501991 (Google Scholar / UGC / EI / EBSCOetc.,)
- Dr. P. Kannan, **Managing Stress among Co-Operative bank employees in Palakkad district**, International Journal of Scientific engineering and Applied Science., Vol.1, Issue.7, pp. 132 - 137, October- 2015, ISSN No.2395-3470, DOI (Google Scholar /UGC)

/ EI / EBSCO etc.,)

- Dr. P. Kannan, **A Study on Teenagers Attitude towards online shopping with special reference to Kollam Dt**, An International Multidisciplinary Quarterly Research Journal, Vol.9, Issue.4, pp. 72 - 79, October-December- 2020, ISSN No.2277-5730, DOI (Google Scholar / UGC / EI / EBSCOetc.,)

National

- Dr. P. Kannan, **A learning of Amalgamation with WTO and agricultural problems in India**, Journal of Commerce and Management Research, Vol.2, Issue:1, pp.150 -157, January-2012, ISSNNo:2249-0442,

Other Publications: International / National Journals

- Dr. P. Kannan, **Banking Services to the common Man – Financial inclusion, Role of banking sector in rural Economic Development**, Vol. 1, issue. 1 pp. 358-359, September 2011.
- Dr. P. Kannan, **Green Financial Products and Service Current Trends and Future Opportunities, Facts of Commerce**, Vol.1, Issue. 1, pp. 22 -26, March-2010, ISBN No.978-81-909246-8-9, SreeNarayana Guru College, Coimbatore.
- Dr. P. Kannan, **Insurance fraud dresser: does Wisconsin really need one?, Corporate Crime and Governance Issues Challenges and Remedies**, Vol.1, Issue.1, pp.457 -460, March-2012, ISBNNo.978-93-81992-55-5,

Presentations in Conference

- **Beyond the Blog- Innovativ Content Formats for 2025 – National Conference on Department of commerce with computer applications, Kongunadu Arts and Science College. 27th Sep. 2024**
- **Management in New Era – Issues and Challenges, National Conference on Department of Management Science**, Dr. GR Damodaran College of Science Coimbatore. 14-Feb-13.
- **Banking services to the common man-Financial inclusion** - National conference on “Financial inclusion through mobile technology”, Post Graduate and Research department of commerce in Vidyasagar College of arts and Science, Udumaplet.
- **Value Added Auditing, UGC Sponsored National Seminar on Recent Trends in Auditing**, Department of Commerce in Thiruvalluvar Governemtn Arts College

Rasipuram. 30-Jan-13 and 31-Jan-13.

- **NCETMP-2012 – Employees Training and attachment-A must for Total Quality Management**, National Conference on Emerging Trends in Management Practices, in Sree Saraswathi Thyagaraja College, Pollachi on 3 Feb-12.
- **ICWEBM – 18, A study on the impact of Pradhan Manthri Jan Dhan Yojana as a part of Financial inclusion Special reference to Palakkad Taluk**, International conference on women entrepreneurship and Business Management, Nehru School of Management, Coimbatore, 23-Mar-18.
- **SHANLAX International Journals- Challenges faced by the organization while selecting the competing employees in the competitive era. PG and Research Department of Social Work**, Sree Narayana guru College, Coimbatore, April, 2018.
- **Changing paradigms in Indian Business**, Two day National Level Conference, Start up in India, School of Commerce and Management, NGM College, Pollachi, 24-Mar-17 and 25-Mar-17.
- **Impact of Recent Advances and Innovations in Business Administration**, A way for empowering youth and weaker section of society, Department of Management studies and Research, Karpagam University, 21 Feb- 17.

Participation in Conference

International

- “Journey of AI in Business” International Conference SPARK 2024 by School of Commerce and Management, Kovai Kalaimagal College, on 20.09.2024
- International Conference on Entrepreneurial Excellence, Sankara College of Science and Commerce, Department of Commerce, Coimbatore, 25 Aug-15.
- International Conference, Research Avenues in Social Science, Issues and challenges in the gaining competitive advantage in human resource, Sree Narayana Guru College, Department of Commerce, 04-Feb-16 and 05-Feb-16.

National

- **Looming Opportunities and Threats – 2013**, Department of Management Studies and Research, Karpagam University, Coimbatore. 28 Sep-12.
- National conference Digital India-Problems and prospects, **Digital WDIA – A Programme to Transform**. VLB Janakiammal College of Arts and Science, Coimbatore, 24-Feb-17.
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Participation and Presentations in Seminars

- “Journey of AI in Business” International Conference SPARK 2024 by School of Commerce and Management, Kovai Kalaimagal College, on 20.09.2024
- Traditional Methods of Food Preservation – National seminar on Integration of traditional Inidan knowledge system on Dr. NGP Arts and Science College, on 04th and 5th July 2024.
- SMART GURUZ – “Intellectual rejuvenation Workshop for Faculty” SreeNarayana Guru College, Coimbatore-20-Aug-12.
- NAAC Sponsored National Seminar on Quality Enhancement in Higher Education through Best Practices, SreeNarayana Guru College, Coimbatore. 9–Jan-13 and 10-Jan-13.
- Hi-Com – 2012, Global Economic recession its impact on Indian banking Economy, National Seminar o Impact of Globalization in Indian Economy, Department of Commerce, Hindusthan College of Arts and Science, Coimbatore.25-Jan-12.
- Impact of Global recession in Banking Companies, One day National Level Seminar, Presented Paper, PG and Research Department of Commerce, SreeRamu College of Arts and Science,Pollachi,06-Jan-12.
- “Flisha 2011” Impact on Recession, National Seminar on Emerging Dimensions of Globalization in the Indian Economy, Department of Commerce CA in KSG College of Arts and Science,Coimbatore,30-Sep-11.
- Challenges in Contemporary Social Work Practice, Presented a paper entitled The Challenges of Human Resource Management, PG and Research Dept. of Social Work, SreeNarayana Guru College, Coimbatore, 29–Sep-11 and30–Sep-11.
- Indian Council of Social Science Research, Role of Banking Sector in Rural Economic Development, Organized by PG and Research Dept. of Commerce with Computer Applications, Dr. NGP Arts and Science College, Coimbatore,23–Sep-11.
- MULTI – LEVEL MARTKETIMH – MLM Recruiting secrets grandest to marketing Money, National Conference Organized my Sri Krishna Arts and Science College, Coimbatore, on 28-Jan-10 and29-Jan-10.
- Opportunities and challenges for women in business, Women empowerment through micro finance, A boom for development. Organized by Fatima College, Madurai, Department of Commerce,29-Jan-10.
- Financial Markets-Innovations and Growth., Tools for financial innovation: Neoclassical verses behavioral fiancé. Organized by VLB Janakiammal College of

Arts and Science, Coimbatore. 6–Feb-10.

- Strategy Resources and Technological Growth in Banking- Changing Business Pose, E-Finance: A new approach to financial sector development. Organized by Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore.16–Feb-10.
- Facets of Commerce., Green Financial Products and Service Current Trends and Future Opportunities., Organized by SreeNarayana Guru College, Coimbatore. 19–Feb-10 and20-Feb-10.
- One day National seminar on methodological issues in Commerce Research organized by PG and Research Department of Commerce and International Business, SreeNarayana Guru College, Coimbatore.6–Jan-15.
- One day National Seminar on Opportunities and challenges in Rural Marketing and its impact of Rural Development, Rural Markets in India Opportunities, prospects and challenges. Dr. NGP Arts and Science College, Coimbatore.30–Sep-15.
- Green Banking – An Innovative tool for service Quality, Green banking – Initiatives, NSS College Nemmara, Palakkad.30th September,01-Oct-15.

Participation in Workshop

- National Library and Information Services Infrastructure for scholarly content (N-LIST), Information and Library Network Centre, Ahmedabad and SreeNarayana Guru College, Coimbatore,21-Jan-20.
- A to Z – Research Workshop, TANSCHIE Sponsored 5-day National “A to Z – Research Workshop” Conducted by School of Commerce, Bharathiar University, Coimbatore. 16-Mar-11 to20-Mar-11.
- Commerce Research Meet, - Organized by Commerce Research Centre, HajeekaruthaRowtherHowdia College, Uthamapalayam.
- Curricular Enhancement- Organized by Parks College,Tirupur.

Participation in Orientation Programme / Short TermCourses

- Dr. P. Kannan, National seminar on MAGNETIC, Sree Narayana Guru College, Coimbatore, 16–Feb-12 and17-Feb-12.

Participation in Faculty Development Programme

- Quality Initiatives in Higher Education, Sree Narayana Guru College, Coimbatore, 22- Feb-14.

- Counseling Psychology, Sree Narayana Guru College, Coimbatore,30-Jul-11.
- ICT Enabled Teaching, Sree Narayana Guru College, Coimbatore, 27-Jun-18 and 28-Jun-18.
- NAAC Revised Accreditation Framework, Sree Narayana Guru College, Coimbatore, 28-Jul-18.
- NAAC Process on Quality Advancement, 8-day National level virtual Programme, Bharathiar University and Sree Narayana Guru College, Coimbatore, 11-Dec-20 to 18-Dec-20.
- IQAC, Quality Motivation in Higher Education, Sree Narayana Guru College, Coimbatore,16-Aug-14.
- Research and Teaching – Inseparable, SNMV College of Arts and Science, Coimbatore, 25th and 26-Oct-15.
- IQAC, ICT Enabled Teaching, Sree Narayana Guru College, Coimbatore.31-Jan-15.
- IQAC, Outcome based Education, Sree Narayana Guru College, Coimbatore, 26-Nov- 18.
- IQAC, Experiential learning through Teaching, Sree Narayana Guru College, Coimbatore,31-May-19.
- IQAC, Communicative English and Recent Methodologies in Teaching, Sree Narayana Guru College, Coimbatore.02-Jun-17.
- ICT Academy, Stress Management, Sree Narayana Guru College, Coimbatore. 22-Mar-17 and23-Mar-17.
- IQAC, The Art of Teaching, Sree Narayana Guru College, Coimbatore. 01-Dec-17 to 08-Dec-17.

Conference / Seminar / WorkshopOrganized

- Organized Member - INTERNATIONAL CONFERENCE ON ARTIFICIAL INTELLIGENCE IN MODERN BUSINESS ERA in Dr. NGP Arts and Science College48. 17.2.2023
- Organized Secretary – Commerce – 360, International Conference, SreeNarayana Guru College, Coimbatore – 19- Aug-19 and20-Aug-19.
- Convener - Changing Global Economic Scenario;Strategies for Business Sustainability, National Conference, Department of Commerce, Sree Narayana Guru College, Coimbatore,30-Jan-20.
- Convener - Tally and its importance in industries, Students Development Programme,

Department of Commerce, Sree Narayana Guru College, Coimbatore,12-May-20.

- Convener - Advanced Excel at a glance, Students Development Programme, Department of Commerce, Sree Narayana Guru College, Coimbatore,16-May-20.
- Convener - The Role of Micro Finance in SMI, Students Development Programme, Department of Commerce, SreeNarayana Guru College, Coimbatore,17-Sep-20.
- Convener - Tally with GST basics, Students Development Programme, Department of Commerce, Sree Narayana Guru College, Coimbatore, 18-Sep-20 &19-Sep-20.
- Convener - Scale your vision into a thriving business-the journey of entrepreneurship, Students Development Programme, Department of Commerce, Sree Narayana Guru College, Coimbatore, 23-Oct-20.
- Convener - Scale your vision into a thriving business-the journey of entrepreneurship, Students Development Programme, Department of Commerce, Sree Narayana Guru College, Coimbatore, 23-Oct-20.
- Convener - Awareness and utilisation of Green energy, Students Development Programme, Department of Commerce, Sree Narayana Guru College, Coimbatore, 28-Oct-20.
- Convener - Awareness and utilisation of Green energy, Students Development Programme, Department of Commerce, Sree Narayana Guru College, Coimbatore, 23-Oct-20.
- Convener - Budgeting as a basic for Decision Making, Students Development Programme, Department of Commerce, Sree Narayana Guru College, Coimbatore, 11-Feb-21.

Invited Speaker / Session Chair- Conference / Seminar /Workshop

- Resource Person- Dr. P. Kannan, Human and Humanity,Mother Teresa Women”s University College,Kodaikanal.10-Aug-06.
- Resource Person – Dr. P. Kannan, Mobile Banking, SNMV College of Arts andScience, Coimbatore,09-Sep-19.
- Resource Person – Dr. P. Kannan, Investment Management, VLB Janakiyammal College of Arts and Science, Coimbatore-42
- Resource Person – Dr. P. Kannan, Business Model, KMCH Pharmacy College, Coimbatore – 48.

- Resource Person – Dr. P. Kannan, Research Methodology in One day National Seminar in Kerala.

Editorial / Review Board Member

Dr. P. Kannan ,Editorial Board Member, International Journal of Research in Commerce, IT and Management, 2012-2014

Book Publications:

Title: Business Economics

EXTRA SKILLS

Operating System: MS-DOS, Windows XP

Application Software: MS-Office, Tally, FoxPro, Word Star and Internet Applications

Type Writing – Higher: English

ADDITIONAL QUALIFICATION

- Certificate Course in Ganthian Thought.
- Band Music Certificate given by VivekanandhaCollege, Madurai.
- Certificate in National Service Scheme (NSS) and special camp for 10 days issued by MaduraiKamarajUniversity.
- Certificate in In-The-Job Training given by Sri. P. A. Venkataraman, Chartered Accountant, Theni.
- Certificate in In-The-Job Training given by Anna Co-Operative Spinning Mills Ltd. Aundipatti.
- At present I am Working Reserve Superidentant in Autonomous Examinations, past One year.

PERSONAL PROFILE

Date of Birth : April 04, 1979.

Personal Status : Male/Married/Indian

Personal Position : Associate Professor of Commerce.

Permanent Address : **Dr. P. Kannan, 9443926991
43B, NandhagopalanKovil South Gate Street,
Cumbum – 625516.**

- I am having M.Phil., and Ph. D Guide Recognition in Bharathiyar University.

SPECIALIZED PAPERS

- Financial Accounting
- Cost & Management Accounting
- Income Tax Law & Practice
- Auditing
- Commercial Law
- Marketing
- Management Accounting
- Business Economics

INTERESTED AREA

Management Accounting, Direct Tax, Corporate Accounting, Business Economics,
Investment Management and
Ph.D (Total Quality Management) area.

Examiner:

For all autonomous colleges in Coimbatore and University Valuation.

[P.KANNAN]