

Name : Dr. C. Eahambaram
Department : Commerce with Computer Applications
Qualification : M.Com. (CA)., M. Phil., PGDCA.,Ph.D.,
Experience : Teaching : 12 Years Research: 10 Years
Area of Specialization(s) : Finance, Marketing, Management Accounting
Email (Personl ID) : eamber.2@gmail.com



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Dr. N.G.P. Arts and Science College	2022
M. Phil.	Commerce	Dr. N.G.P. Arts and Science College	2014
M.Com. (CA)	Computer Applications	Karpagam University	2011
B. Com.	Commerce	C.B.M. College	2008

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
NPTEL	Corporate Social Responsibility	NPTEL – AICTE	2019
NPTEL	Principles of Human Resource Management	IIT, Kanpur	2018
PGDCA	Diploma	BharathiarUniversity, Coimbatore.	2009

Projects

Project Title	Agency	Amount	Duration
A Study on Socio Economic Condition and Quality of Work Life Among Women Workers in Textile Industry with Special Reference to Coimbatore District	UGC-SERO	Rs. 1,35,000	2019

Research Publications (Indexed)

International

- Dr.C.Eahambaram, Ms.S.v.Snekabarathi,Dr.T.Sumathi,Dr.R.Karthikeyan and Mrs.V.Jayashree **r A Study on Higher Studies Students Awareness towards Social Media Usage with Special Reference to Coimbatore City**,EPRA International Journal of Research and Development(IJRD),Vol.8, Issue-4,pp.171-178, April 2023,ISSN:2455-7838,(Indexed in Peer Reviewed Journal)).
- Ms.M.Sivasankari,Ms.Deepika, Dr.C.Eahambaram,and Mrs.N.Revathi **Psychological Effects and Challenges Faced by College Teachers During The Pandemic Year**,EPRA International Journal of Research and Development(IJRD),Vol.8, Issue-4,pp.143-146, April 2023,ISSN:2455-7838,(Indexed in Peer Reviewed Journal).
- K.U.Akilesh,G.Hariharan, R.Karthikeyan,Dr.P.Jayasubramanian and Dr.C.Eahambaram,**A Study on Impact of Digital Payments on Consumer’s Spending Behaviour with Special Reference to Coimbatore City**,International Journal of Research and Analytical Reviews,Vol.10, Issue-10,pp.70-75, January2023,ISSN:2348-1269,(Indexed inUGC).
- S.Manoj, K.SriGnanashanmugam, R.Karthikeyan and Dr.C.Eahambaram,**Impact of Customers’ Satisfaction towards Digitalization of Banking Sector with Special Reference to State Bank of India** ,Journal of Emerging Technologies and Innovative Research,Vol.09, Issue-11,pp.173-177, November 2022,ISSN:2349-5162,(Indexed inUGC).
- Ms.C.S.Dharshana, Dr. C. Eahambaram,Ms.M.Shanmitha and Mr.C.Suryamoorthi,**An Overview of Digital Marketing**,International Journal of Creative Research Thoughts,Vol.10, Issue-10,pp.90-94, October2022,ISSN:2320-2882,(Indexed inUGC).
- Dr.T.Sumathi and Dr.C.Eahambaram,**An Empirical Study on Solar Water Heater Usage in House Holds with Special Reference to Coimbatore**,AUGCC are Group I NIU International Journal of Human Rights,Vol.09, Issue-8,pp.59-64, September2022,ISSN:2394-0298,(Indexed inUGC).
- Mr. C. Eahambaram and Dr. M. S. Ranjithkumar, **A Study on Liquidity and Profitability Analysis of Automobile Companies in India**,UGC Care Group –II Strad Research Journal,Vol.08, Issue - 8,pp.456-468, August 2021,ISSN:0039- 2049, (Indexed in UGC).
- Mr. C. Eahambaram and Dr. M. S. Ranjithkumar, **A Study on Value Added Analysis of Indian Selected Automobile Industry in India**,UGC Care Group –II Multidisciplinary Aegaeum, Journal,Vol.09, Issue - 2,pp.171-180, February 2021,ISSN:0776- 3808, (Indexed in UGC).
- Mr.C.Eahambaram and Mr.M.Rajakrishnan **“Socio Economic Condition and Quality of Work Life among Women Workers in Textile Industry with special reference to Coimbatore District – A Study of Published Literature”** Journal of Emerging Technologies and Innovative Research (JETIR), Vol - 6, Issue -6,pp.285-291,June 2019, ISSN 2349 – 5162. (Indexed in UGC).

- Mr.M.Gunasekaran and Mr.C.Eahambaram “**The Influence of Cultural Factors on Consumer Buying Behavior**” International Research Journal of Management Sociology & Humanities Vol - 10, Issue - 4 April 2019, ISSN 2277 – 9809 (O) 2348 - 9359 (P). (Indexed in UGC).
- Dr. M. S. Ranjithkumar, Mr. C. Eahambaram, **A Study on Profitability Analysis of Indian Selected Automobile Industry In India**, International Journal for Research in Engineering Application and Management, Vol.04 No.7 Special Issue, pp.123-136, October 2018, ISSN:2454- 9150, (Indexed in UGC).
- Mr. C. Eahambaram, Ms.S.Latha, **SWOT-Analysis E-Banking Services of State Bank of India**, International Journal of Scientific Research and Review, Vol.7 No.11 Special Issue, pp.70-72, September 2018. ISSN: 2279-543X. (Indexed in UGC).
- Dr. M. S. Ranjithkumar, Mr. C. Eahambarm, Ms. N. Priyanandhini, **Market Research on Factor Affecting Customer Satisfaction in Retail Banking**, Jamal Academic Research Journal: An INTERDISCIPLINARY, No.2 Special Issue, pp. 740-741, January 2017, ISSN:0973-0303. (Indexed in UGC).
- Dr. T. Snekalatha, Mr. C. Eahambaram, **A Research on Factors Affecting Customer Satisfaction in Retail Banking**, International Journal of Applied Research, Vol.2 No.8 Special Issue, pp. 675-676, August 16, ISSN: 2394-5869. (Indexed in UGC).

National

- Dr.T.Snekalatha,Mr.C.Eahambaram,**A Research on Factors Affecting Customer Satisfaction in Retail Banking**, International Journal of Applied Research, Vol.2 No.8 Special Issue,pp. 675-676, August 16, ISSN:2394-5869.
- Dr. S. Saravanan, Dr. B. Thangaraj, Mr. C. Eahambaram, **A Study on Working Capital Management of Cement Companies with Special Reference to the Associated Cement Companies Limited and Chettinad Cement Corporation**, Global Journal of For Research Analysis, Vol.3 No.2 Special Issue, pp.16-18, February 2014. ISSN: 2277-8160. (Indexed in UGC).
- Ms.S.Shylaja, Mr. C. Eahambaram, **A Study on Customer Satisfaction towards Four Season Restaurant in Coimbatore City**, Indian Journal of Applied Research, Vol. 3 No.6 Special Issue,pp. 13-15, July 2013, ISSN:2249-555X. (Indexed in UGC).
- Dr.B.Thangaraj, Mr. C. Eahambaram, **A Study on the Effectiveness of Television Advertisement with Special Reference to Textile Showroom in Coimbatore City**, Indian Journal of Applied Research, Vol. 3 No.6 Special Issue, pp. 19-21, June 2013, ISSN:2249-555X . (Indexed in UGC).
- Mrs.M.Dharani,Ms.N.Priya Nandhini and Mr.C.Eahambaram, **E-Finance, Emerging Trends in Global Business** ,Third Edition, RVS Institute of Management Studies and RVS College of Engineering & Technology, Coimbatore, Vol. 4, 2012,ISBN : 978-93-81537-00-8.

Presentations in Conference

International

- **Quality of work life of Women in Textile Industry**, International Conference on Challenges in Dynamics of Commerce, Management and Entrepreneurship in T20, Hindusthan College of Arts and Science Coimbatore,4th March 2020.
- **Impact of Mudra Scheme and its Impact on Micro Enterprises**, National Conference Impact of Mudra Scheme and its Impact on Micro, Small and Medium Enterprises, VET Institute of Arts and Science, Erode, 24-Jan-20.
- **Education in Digital Era**, International Conference on Business Management, Economics & Technology in the Digital Era, Lead College of Management Dhoni, Kerala, 20th and 21st December 2019.
- **Digital Marketing**, Session organized by Confederation of Indian Industry (CII) Coimbatore on 30-oct-18.
- **Rural Development through Technology Advancement in Agriculture and Technological Marketing**, International Conference on Advances in Commerce and Management, Pioneer College Of Arts and Science, Coimbatore, 18-Feb-17

National

- **Impact of Mudra Scheme on Small Enterprises**, National Level Conference on Impact of Mudra Scheme on Micro, Small & Medium Enterprises, VET Institute of Arts and Science, Erode, 24th January 2020.
- **The Influence of Cultural Factors on Consumer Buying Behaviour**, National Conference on Paradigm shift in Consumer Culture – An E-Revolution in India, Hindusthan College of arts and Science, Coimbatore, 1st March 2019.
- **GST A Game Change for Indian Economy**, National Level Conference on Impact of GST on E-Commerce, Sri Ramakrishna Mission Vidyalyaya College of Arts and Science, Coimbatore, 16- Mar-17.

Participation in Conference

International

- **Digital Marketing**, Rathinam College of Arts & Science, Coimbatore, 28 - Oct-2022.
- **The Contextual Perspective on Recent Global Commerce Industry**, Kongunadu Arts and Science College, Coimbatore, 25-Jan-20.
- **Impact of Digital Economy in India**, Bharathidasan College of Arts and Science, Ellispatti, 12-Sep-18.
- **Digital Marketing**, Indian Women Network of Confederation of Indian Industry, Coimbatore Chapter, 30-Oct-18.
- **Information and Communication Technology for Business Turnaround: Sustainability, Growth and Innovation**, Vivekanandha College of Arts and Sciences for Women, Tiruchengode, 1&2-Feb-18.

Participation in Seminars

- **Remonetisation: Introspect and Prospect**, Vellalar College for Women, 30-Aug-17.
- **Unorganized Labourer Challenges and Opportunity in Indian Context**, Dr. N.G.P. Arts and Science College, Coimbatore 24-Aug-16.
- **Women Entrepreneurship and Growth and Performance of MSMEs in India**, Dr. N.G.P. Arts and Science College, Coimbatore 16-Aug-16.
- **Impact of Dividend Policy on Shareholders' Value**, Gobi Arts and Science College, 25 & 26-Sep-15.
- **Agri Business in Indian Scenario**, Dr. N.G.P. Arts, Science College, Coimbatore, 20-Aug-15.

- **Management in New Era – Issues & Challenges**, Dr. G.R. Damodaran College of Science, Coimbatore, 14-Feb-13.
- **Consumer Protection Act and Measures**, Hindustan College of Arts and Science, Coimbatore, 1-Feb-13.
- **E - Finance**, RVS Institute of Management, Coimbatore, 15-Sep-12.
- **Social Networking Opportunities**, Vellalar College for Women, Thindal, 7 & 8-Aug-12.
- **Kisan Credit Card**, Dr. N.G.P. Arts and Science College, Coimbatore, 23-Sep-11.
- **Role of Information Technology in Promotion of Banking Sector**, SNR SONS College, Coimbatore, 17-Mar -10.
- **Facts of Commerce**, Sree Narayana Guru College, Coimbatore, 19-Feb-10.
- **Banking Strategy and Technology by Mobile Banking**, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore, 16-Feb-10.
- **Financial Markets Innovations**, VLB Janakiammal College of Arts and Science, Coimbatore, 6-Feb-10.
- **Customer Relationship Management**, Hindustan College of Arts and Science, Coimbatore, 29-Jan-10.
- **Financial Re-Engineering Strategies and Regulations**. Dr. N.G.P. Arts and Science College, Coimbatore, 28-Jan-10.
- **Process and Nature of Bio-Tech Products**, Chikkanna Government Arts College, Tirupur, 26 & 27 -Mar-10.
- **Awareness about Scheduled Tribes**, Yadava College, Madurai, 30-Dec-09.
- **Impact of World Economic Slowdown on Labour Market in India**, Selvam Arts and Science, Namakkal, 11-Oct-09.

Participation in Workshop

- Participated in the One Day Workshop on Outcome Based Education (OBE) organised by Dr. N.G.P Arts and Science College, Coimbatore in association with ipsr solutions limited on 04 March 2023.
- **Emotional Management**, Indian Institute of Mother and Child Welfare, Kolkata, West Bengal , India, 31-Mar-20 to 4-Apr-20.
- **National Level Workshop on Structural Equation Modelling using AMOS and PLS**, Hindusthan College of Arts and Science, Coimbatore, 20th, 21th & 22th September 2019
- **Web Development using PYTHON/MYSQL**, Aakkam Industrial Training and Research Institute Coimbatore, 30th June 2019.
- **National Level Workshop on Data Analysis and Interpretation using SPSS and AMOS**, Hindusthan College of Arts and Science, Coimbatore, 8th & 9th March 2019.
- **Ethics and Corporate Social Responsibility**, Kongunadu Arts and Science College, Coimbatore, 7-Sep-11.

Participation in Faculty Development Programme

- Participated in Five days International Faculty Development Programme on “Teaching Pedagogy and Life Skill Management” organized by the Department of Commerce, Hindusthan College of Arts & Science, Coimbatore from 27 to 31-March-2023.
- **NLP Techniques for Gen Z Students**, Department of Management Studies, Dr. N.G.P. Information Technology, Coimbatore, 21 April-2022.
- **Funded Research Project Proposal Preparation and Submission Protocol**, CMS College of Science and Commerce, Coimbatore, 31- March- 2022.
- **Research methodology and pedagogy for Tertiary education**, Dr. N.G.P. Arts and Science College, Coimbatore, 15 to 21-Jun-21.
- **Introduction to Computers**, Spoken Tutorial – IIT Bombay, Dr. N.G.P. Arts and Science College, Coimbatore, 16- Mar-21.
- **LibreOffice Suite Base**, Spoken Tutorial – IIT Bombay, Jan-20.
- **Firefox**, Spoken Tutorial – IIT Bombay, Jan-20.
- **Corporate Social Responsibility**, NPTEL - AICTE, Jul to Sep – 19
- **NAAC Revised accreditation Framework and OBE Assessment Methodology**, Faculty Development Cell & IQAC at Dr. N.G.P. Arts and Science College, Coimbatore, May 27- June02,2019.

- **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3-Dec-18 to 9-Dec-18.
- **Retail CPG and Market Research Conducted**, Tata Consultancy Services in association with PSG College of Arts and Science, 6 to 8-Dec-17.

Conference / Seminar / Workshop Organized

- Organizing Member, International Conference on Artificial Intelligence in Modern Business Era-(ICAIMBE – 2023), Dr.N.G.P. Arts and Science College, Coimbatore, 17th Feb – 23.
- Treasurer of Organizing Committee, National Conference on Modern Business-Opportunities and Challenges(CMBOC-2020), Dr. N.G.P. Arts and Science College, Coimbatore, 27th-Feb-2020.
- Member of Organizing Committee, National Conference on Opportunities and Challenges of Business in the Digitalized Era, Dr. N.G.P. Arts and Science College, Coimbatore, 27 & 28-Sep- 18.
- Member of Organizing Committee, National Seminar on Impact of Goods and Services Tax, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.
- Member of Organizing Committee, National Seminar on Challenges and Opportunities in Rural Marketing and its impact on Rural Development, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Sep-15.
- Member of Organizing Committee, National Seminar on Financial Inclusion for sustainable financial development, Dr. N.G.P. Arts and Science College, Coimbatore, 6-Sep-13.
- Member of Organizing Committee, National Level Seminar on Role of banking sector in Rural Economic Development, Dr.N.G.P. Arts and Science College, Coimbatore, 23-Sep-11.



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DEPARTMENT OF COMMERCE

INTERNATIONAL FACULTY DEVELOPMENT PROGRAMME CERTIFICATE OF PARTICIPATION

This is to certify that Mr/Ms/Dr **C.Eahambaram, Associate Professor** of **Dr.N.G.P Arts and Science College** has Participated in Five days International Faculty Development Programme on **Teaching Pedagogy and Life Skill Management** organized by the Department of Commerce, Hindusthan College of Arts & Science, Coimbatore from 27th March 2023 to 31st March 2023.

Dr.Priya P
Professor and Head
Department of Commerce

Dr.A.Ponnusamy
Principal



Dr.N.G.P Arts and Science College
Coimbatore | Tamil Nadu | India



&
ipsr solutions limited
CERTIFICATE

This is to certify that

Dr C Eahambaram C

has participated in the

One Day Workshop on Outcome Based Education (OBE)

organised by **Dr. N.G.P Arts and Science College, Coimbatore**

in association with **ipsr solutions limited**

on **04 March 2023**



Dr. Mendus Jacob

MD & CEO, ipsr solutions limited, India
Director - Vallu, JK, USA & Canada
Professor & Director, MCA
Marlan College, Kuttikkannam, (Autonomous)



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Prof. Dr. V. Rajendran

Principal
Dr. N.G.P. Arts and Science College (Autonomous)
Dr. N.G.P. Nagar, Kalapatti Road, Coimbatore, Tamil Nadu

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INTERNATIONAL CONFERENCE ON "DIGITALIZATION OF GLOBAL BUSINESS ENVIRONMENTS"

CERTIFICATE OF PARTICIPATION

This is certify that Dr / Ms / Mr / Mrs C. RAHAMBARAM, Dr NGP College
has successfully participated and presented a paper entitled Digital Marketing
in India

in International Conference on "Digitalization of Global Business Environments" held on 28th
October 2022 organized by the Department of Commerce, RCAS in association with Insurance
Institute of India, Mumbai.


Convener

Dr. T. M. Hemalatha

Basic Department of Commerce


Principal

Dr. R. Muralidharan

RCAS

Certificate of Publication

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To hereby honoring this certificate to

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