

Name : Dr. D. Senthilnathan
Designation : Assistant Professor
Department : Corporate Secretaryship
Qualification : M.Com.(CS), M.Phil., Ph.D.
Experience : Teaching: 12.5 Years Research: 10 Years
Area of Specialization(s) : Human Resource Management
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Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Corporate	Dr. N.G.P. Arts and Science College,	2023
M.Phil.	Corporate	Dr. N.G.P. Arts and Science College,	2014
M.Com.	Corporate	Dr. N.G.P. Arts and Science College,	2010
B.Com.	Corporate	Karuppannan Mariappan College, Muthur	2008

Additional Qualifications

Dip. / Cert.	Area of Specialization	College / University / Agency Name	Year
Diploma	Desktop Publishing	Manipal Institute of Computer	2005
Diploma	Computer Application	Manipal Institute of Computer	2003
PG Diploma	Foreign Trade	Bharathiar University, Coimbatore	2010
NPTEL	Global Marketing Management	IIT, Mumbai	2019

Other Publications: International / National Journals

- D. Senthilnathan, **A Study on E-Banking Usage Among Customers in Coimbatore City**, International Journal of Creative Research Thoughts, Volume no. 11, Issue no. 9, Pg. e732 to e734, ISSN – 2320-2882, Sep-23.
- D. Senthilnathan, **A Study on Customer Perception of UPI (Unified Payment Interface) as a Digital Mode of Payment (With Reference to Coimbatore City)**, International Journal of Research and Analytical Reviews, Volume no. 10, Issue no. 2, Pg. e388 to e395, ISSN – 2348-1269, Apr-23.

- D. Senthilnathan, **A Study on Changing Consumer Perceptions Towards Ayurvedic Healthcare Product After Covid Crisis in Coimbatore City**, Journal of Emerging Technologies and Innovative Research, Volume no. 10, Issue no. 4, Pg. e190 to e197, ISSN – 2349-5162, Apr-23.
- D. Senthilnathan, **Employees Satisfaction Survey on Survival in Indian Software Companies**, International Journal of Creative Research Thoughts, Volume no. 10, Issue no. 6, Pg. e320 to e322, ISSN – 2320-2882, Jun-22.
- D. Senthilnathan, **A Study on Consumer Satisfaction about Electric Bikes with Reference to Coimbatore City**, International Journal for Research and Innovation, Volume no. 7, Issue no. 6, Pg. 867 to 874, ISSN – 2456-3315, Jun-22.
- D. Senthilnathan, **A Study on factors Affecting Consumer Preference Towards Organic Food Products with Special Reference to Coimbatore City**, Journal of Emerging Technologies and Innovative Research, Volume no. 9, Issue no. 6, Pg. e360 to e365, ISSN – 2349-5162, Jun-22.
- D. Senthilnathan, **A Study on Difficulty Faced by Street Vendors in the Aftermath of Pandemic with Reference to Coimbatore City**, Journal of Interdisciplinary Cycle Research, Volume no. 14, Issue no. 4, Pg. 1332 to 1340, ISSN – 0022-1945, Apr-22.
- D. Senthilnathan, **A Study of Customer Buying Behavior and Satisfaction Level Towards shopping malls in Coimbatore City**, Journal of Emerging Technologies and Innovative Research, Volume no. 9, Issue no. 1, Pg. a600 to a609, ISSN – 2349-5162, Jan-22.
- D. Senthilnathan, Dr. A.R. Kanagaraj, **Effectiveness of Training and Development on the career growth of IT Employees in Indian IT/ITES Industry**, Journal of Management Research and Analysis, Volume no. 3, Issue no. 1, Pg. 162 to 165, ISSN – 2394-2770/ ISSN – 2394-2762, Jan-Mar-19.
- D. Senthilnathan, **Green Marketing – An Overview**, Indian Journal of Applied Research, Volume no. 3, Issue no. 2, Pg. 63 to 65, ISSN – 2249-555X, Feb-13.

Presentations in Conference

- **GST In India, Finance and Banking (FIBA-2018)**, Sengunthar Arts and Science College, Tiruchengode, 1-Feb-18.

- **Global Strategies for SMES Business**, Management Education and Entrepreneurship in the Globalized Business Environment, Sengunthar Institute of Management Studies & Sengunthar Arts and Science College, Tiruchengode, 11-Jan-17.
- **Natural Disasters and their Causes**, Role of Teachers in Promoting Green and Clean India, Lisieux B.Ed. College & Lisieux Institute of Management and Science, 27-Jan-15.
- **Trade Opportunities in India**, Emerging Trends in Services Sector - Challenges and Opportunities, Maharani Arts and Science College, Dharapuram, 22-Jan-15.
- **HR issues in Global Work Force**, Redefining HR Strategies-Emerging Perspectives, Dr. N.G.P. Arts and Science College, Coimbatore, 17-Sep-14.
- **CSRAS a tool for Online Branding**, Emerging Trends in Brand Management, SNR Institute of Management Sciences, Coimbatore, 15-Mar-14.
- **Misleading Advertisement and Issues**, Consumer Protection (NCCP-2014), Kaamadhenu Arts and Science College, Sathyamangalam, Erode, 14-Feb-14.
- **Green Marketing – A Goal for Corporate Sustenance**, Changing Scenario of Corporate Management, JKKN College of Arts and Science, Nammakal, 31-Aug-12.
- **Talent Management**, Innovative Strategies for Global Competitiveness, RVS Institute of Management Studies & Research, Coimbatore, 11- Feb-12.

Participation in Conference

International

- **Accelerating Global Economic Growth through Knowledge and Innovation**, K.S. Rangasamy College of Arts and Science, Tiruchengode, 27-Aug-16.

National

- **E – GOVERNANCE**, National conference, Navarasam College of Arts and Science College, Erode, Aug-2019.
- **Emerging Education Models for 21st Century Learner (Nceem-2015)**. Dr. N.G.P. Arts and Science College, Coimbatore, 1-Aug-15.
- **Higher Education in India: Changes and Challenges**, Dr. N.G.P. Arts and Science College, Coimbatore, 9-Feb-13.
- **Achieving Academic Excellence through Internal Quality Assurance Cell (IQAC)**, Dr. N.G.P. Arts and Science College, Coimbatore 9-Dec-11 & 10-Dec-11.

Participation in Seminars

- **Entrepreneurial Excellence and Business Values in today's Corporate Culture**, Vellalar College for Women, Erode, 27- Aug-18.
- **Corporate Management**, Nandha Arts and Science College, Erode, 11-Feb-17.
- **Innovation and Diffusion of Green Management in India**, Nehru Arts and Science College, Coimbatore, 25-Feb-15.
- **HR Conclave - HR Challenges in the VUCA Business World**, Sankara Institute of Management Science, 7-Oct-15.
- **Corporate Governance for Sustenance, Prosperity and Posterity**, Vellalar College for Women, Erode, 23-Sep-14.

Participation in Workshop

- **New Educational Policy and Role of Corporate governance in Wealth Creation**, Nandha Arts and Science College, Erode, 23-Sep-19.
- **Academic Competency**, Erode Arts and Science College, Erode, 22-Mar-16.
- **Tamil Kattral Karpiththalil Kaniniyin Pangu**, Dr. N.G.P. Arts and Science College, Coimbatore, 11-Mar-13.

Participation in Orientation Programme / Short Term Courses

- **Empowering Teachers to Prepare Professionals, ICSI VISION 2022**, ICSI, Coimbatore Chapter in association with P.S.G. College of Arts and Science, Coimbatore, 31-Jul-18.
- **Data Analysis (using SPSS)**, Dr. N.G.P. Arts and Science College, Coimbatore, 25-Mar-15.

Participation in Faculty Development Programme

- **Firefox**, offered by Spoken Tutorial Project, IIT Bombay, Jan-20.
- **NAAC Revised Accreditation Framework and OBE Assessment Methodology**, Seven days FDP, Dr. N.G.P. Arts and Science College, 27-May-19 to 2-Jun-19.
- **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, 3 to 9-Dec-18.
- **Banking for Business Process Services**, Karpagam Academy of Higher Education, Coimbatore, 4-Dec-17 to 8-Dec-17.
- **Advanced Excel**, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Feb-17.

Conference / Seminar / Workshop Organized

- Committee Member, One Day National Conference on Impact of Trade war on Indian Economy, Dr. N.G.P. Arts and Science College, Coimbatore, 25-Feb-2020.
- Committee Member, National Conference on Remonetising India – Problems and Prospects conducted by Department of Corporate Secretaryship, Dr. N.G.P. Arts and Science College, Coimbatore, 20-Sep-17.
- Committee Member, National Conference on Professionalizing Unorganized Sector: A Corporate View conducted by Department of Corporate Secretaryship, Dr. N.G.P. Arts and Science College, Coimbatore, 24-Aug-16.
- Organizer, The Sahyadry Freshwater Biodiversity Conservation, jointly conducted by the Eco-Club and the Department of Bio-Chemistry, Dr. N.G.P. Arts and Science College, Coimbatore, 10-Feb-16.
- Committee Member, National Conference on Corporate Governance and Business Sustainability conducted by Department of Corporate Secretaryship, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Sep-14.