

## Faculty Profile



**Name** : P. Manikandan Sakthilingaraj  
**Designation** : Assistant Professor of Commerce (T)  
**Address** : PG and Research Department of Commerce  
Chikkanna Government Arts College,  
Tirupur – 641 602.  
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**Date of Joining in Collegiate Education** : 03.07.2023  
**Date of Joining in the Present College** : 03.07.2023  
**Academic Profile** :

<b>Degree</b>	<b>Institute/College</b>	<b>University</b>	<b>Period</b>
<b>B.Com.</b>	Rathinam College of Arts and Science, Coimbatore	Bharathiar University, Coimbatore.	2017
<b>M.Com.</b>	Chikkanna Government Arts College, Tirupur.	Bharathiar University, Coimbatore	2019
<b>Ph.D.</b>	Chikkanna Government Arts College, Tirupur.	Bharathiar University, Coimbatore	Pursuing

**Teaching Experience** :

- i) **Total** : **Years Month**  
 ii) **UG** : Years 07 Months  
 iii) **PG** : Years 07 Months

<b>Name of the college</b>	<b>Position held</b>	<b>Period</b>
Chikkanna Government Arts College, Tirupur.	Assistant Professor of Commerce (T)	03-07-2023 to Till date.

**Honors and Research Awards** :

**Field of Interest** :

- i) **Teaching** : Marketing, Research Methodology, Banking and Accountancy  
 ii) **Research** : Marketing  
 iii) **Proficiency in instrumentation** :

**Research Guidance**

**Guidance Number** :

( If have more than one university, given them against university name)

<b>S. No</b>	<b>M.Phil/Ph.D</b>	<b>Name of the Student</b>	<b>Thesis Title</b>	<b>Completed/ongoing</b>

**Funded Projects** :

**Membership in Professional Bodies** :

<b>S. No</b>	<b>Name of the Professional Body</b>	<b>Membership Detail with Number</b>

**Research Publications:**

**i) Research Papers : 2**

<b>S.No.</b>	<b>Title of the Article</b>	<b>Name of the Journal</b>	<b>ISSN/ISBN No.</b>	<b>Month &amp; Year of Publication</b>
<b>1.</b>	Consumer Preference towards online shopping during Covid-19 Pandemic period	Journal of the Asiatic society of Mumbai (Volume XCV) No.4 3 Pg. No. 53-59	ISSN No.- 0972-0766	November 2022
<b>2.</b>	Consumers Online Shopping – Literature review	Humanities and Social Science Studies (Volume 12, Issue 02, No.7, July – December : 2023 UGC Care Approved, Group -1	ISSN No.- 2319-829X	October 2023

**ii) Book/Book Chapters : Details with ISBN number**

**iii) Patent :**

**National and International Conferences :**

**i) Participated: 2**

<b>S.No.</b>	<b>Institution</b>	<b>Topic</b>	<b>Date</b>		<b>Level</b>
			<b>From</b>	<b>To</b>	
1.	Tiruppur Kumaran College For Women, Tirupur.	Digital Transformation in Business Landscape	5 <sup>th</sup> MARCH 2020	-	National
2.	St. Joseph's College For Women, Tirupur.	Intellectual Property Rights	7 <sup>th</sup> MARCH 2020	-	State

**ii) Paper Presented: 3**

S.No	Institution	Topic	Title of the Paper	Date		Sponsored by
				From	To	
1.	Rathinam College Of Arts and Science, Coimbatore.	International Conference on E-Business Strategies and Opportunities for Sustainable Growth- A Global Perspective (ICBS – 2020)	Digital Revolution and its Impact and Transformation on Retail Business.	2 <sup>nd</sup> MARCH 2020	-	ISDC
2.	Rathinam College Of Arts and Science, Coimbatore.	International Conference on Digital Transformation in Finance, Insurance and Corporate Sectors (ICDFICS)	Consumer Preference towards online shopping during Covid-19 period	06 <sup>TH</sup> APRIL 2022	-	ISDC
3.	V.V.Vanniaperumal College for Women, Virudhunagar.	International Research Conference on recent development and innovation in Social Science, Arts & Humanities	Consumer Perception towards online shopping during Covid-19 period	22 <sup>ND</sup> APRIL 2022	-	-

**iii) Poster Presented**

**Conference/Seminars Organized** :

**Workshop attended** : 5

S.No.	Institution	Topic	Date		Level
			From	To	
1.	KSG College of Arts and Science, Coimbatore	Training Development and Emerging Trends in Talent Management	03.10.2019	-	International
2.	PSG College of Technology, Coimbatore.	E-Resources for Teaching and Learning Research	13.03.2020	-	National
3.	V.H.N. Senthilkumara Nadar College, Virudhunagar.	Secondary Data Analysis in Social Science Research	01.09.2021	03.09.2021	National
4.	V.H.N. Senthilkumara Nadar College, Virudhunagar.	Drafting Effective Research Proposal for Funding Agencies- Challenges and Strategies	15.09.2021	16.09.2021	National
5.	V.H.N. Senthilkumara Nadar College, Virudhunagar	Advanced Research Methodology and Statistical Analysis for Social Science	27.12.2021	29.12.2021	National

**Resource Person/Invited Lectures** :

**Faculty Development Programs Attended** :

Course	University/Institute	Subject	Period

**Academic Activities** :

**i) Subject Handled:** Company Law and Secretarial Practice, Cyber Law, Company Law, Business Application Software.

**ii) Class Advisor**

**iii) Special Coaching**

**iv) Student Community Beneficial Activities**

**v) Co-curricular and extra curricular activities**

**Professional Activities :**

**i) Reviewer**

**ii) Board of Studies/UR**

**iii) Examiner/Scrutiny**

**iv) Senate/Syndicate**

**National/ International Collaborations :**