

## Faculty Profile



**Name** : Dr. P.V.VENUGOPAL  
**Designation** : ASSOCIATE PROFESSOR  
**Address** : 31/2, Dhanam nagar,  
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**Date of Joining in Collegiate Education** : 13.10.2008  
**Date of Joining in the Present College** :  
**Academic Profile** :

Degree	Institute/College	University	Period
B.Com	ALAGAPPA GOVERNMENT ARTS COLLEGE, KARAIKUDI.	KAMARAJAJ UNIVERSITY MADURAI.	1992
M.Com	ALAGAPPA UNIVERSITY	ALAGAPPA UNIVERSITY	1994
M.Phil.,	ALAGAPPA UNIVERSITY	ALAGAPPA UNIVERSITY	1996
PGDCA	ALAGAPPA UNIVERSITY	ALAGAPPA UNIVERSITY	2002
Ph.D	ALAGAPPA UNIVERSITY	ALAGAPPA UNIVERSITY	2005

**Teaching Experience** :

- i) **Total** : **YearsMonth**  
 ii) **UG** : **26 years/ 05 Month**  
 iii) **PG** : **24 years**

<b>Name of the College</b>	<b>Position held</b>	<b>Period</b>
Kamadenu college of arts and science, Dharmapuri.	HOD OF COMMERCE	11-07-1996 to 11-06-1998
Kairali college of arts, science and commerce college, Coimbatore.	HOD OF COMMERCE	12-06-1998 to 02-07-2001
PSG college of arts and science, Coimbatore.	Lecture in Commerce	02-07-2001 to 30.04.2003
GRD college of science, Coimbatore.	Lecture in Commerce	09.06.2003 to 01.06.2008
Ramakrishna Institute of Technology, Coimbatore.	Senior Lecture	02.07.2008 to 11.10.2008
M.R Government Arts college, Manarkudi.	Assistant Professor	13.10.2008 to till date

**Honors and Research Awards** :**Field of Interest** : Marketing and Finance

i) **Teaching** : Cost accounting, Management accounting, Financial accounting, Marketing, Banking, International business and Information technology.

ii) **Research** : Marketing, Human resource and Finance.

iii) **Proficiency in instrumentation** :

**Research Guidance** : M.phil, Ph.D.,**Guidance Number** : 25384/A2/2010

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

<b>DEGREE</b>	<b>NAME OF THE RESEARCH SCHOLAR</b>	<b>TOPIC</b>	<b>UNIVERSITY</b>	<b>YEAR OF AWRD</b>
<b>Ph.D./P/T</b>	<b>A.CHOKKAPPAN</b>	<b>Problems and prospects of agriculture marketing with special reference to farmers markets.</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>2015</b>
<b>Ph.D./P/T</b>	<b>S.SELVENDRAN</b>	<b>A study on the cultivation and marketing practices of jasmine flowers with special references to Dindigal Distric.</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>2016</b>
<b>Ph.D./P/T</b>	<b>N.SUNDER RAJAN</b>	<b>A study on the marketing problems and prospects of agriculture machinery and equipments in the district of Coimbatore.</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>2016</b>
<b>Ph.D./P/T</b>	<b>R.PALANISAMY</b>	<b>The impact of financial derivatives on stock market vitality in India.</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>2017</b>
<b>Ph.D./P/T</b>	<b>D.VIJAYAKUMAR</b>	<b>Financial performance of selected software companies in India.</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>2018</b>
<b>Ph.D./P/T</b>	<b>P.SANGEETHA</b>	<b>A study on the problems and prospects of Coconut products marketing in Coimbatore District.</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>2019</b>
<b>Ph.D./P/T</b>	<b>P.MANOHARAN</b>	<b>A study on the performance of customer channels operated by Commercial Banks.</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>2019</b>
<b>Ph.D./F/T</b>	<b>K.BENITTRA</b>	<b>Marketing problems of palm products.</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>DOING</b>
<b>Ph.D./P/T</b>	<b>S.PAVITHRA</b>	<b>Consumer's attitude and perception of Jewels Purchasing</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>DOING</b>

<b>Ph.D./F/T</b>	<b>MOHAN</b>	<b>A STUDY ON THE MARKETING PROBLEMS AND PROSPECTS OF SURGICAL EQUIPMENTS AND MACHINERY IN THE DISTRICT OF COIMBATORE</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>DOING</b>
<b>Ph.D./P/T</b>	<b>SHANTHI</b>	TOPIC NOT FINALISED	<b>BHARATHIYAR UNIVERSITY</b>	<b>DOING</b>
<b>Ph.D./P/T</b>		TOPIC NOT FINALISED	<b>BHARATHIYAR UNIVERSITY</b>	<b>DOING</b>
<b>M.phil</b>	<b>K.PRABHA</b>	<b>A study on Effectiveness of self-Help groups Mechanism in eradicating rural poverty with special reference to Avinashi Block in Coimbatore Districts.</b>	<b>ALAGAPPA UNIVERSITY</b>	<b>2007</b>
<b>M.phil</b>	<b>K.MATHISELVI</b>	<b>A study on job satisfaction and Socio-Economic status of women police in Coimbatore city.</b>	<b>ALAGAPPA UNIVERSITY</b>	<b>2007</b>
<b>M.phil</b>	<b>V.DEEPHA</b>	<b>A study on consumer attitude towards Television advertising in Coimbatore city.</b>	<b>M.K. UNIVERSITY</b>	<b>2007</b>
<b>M.phil</b>	<b>K.GURUMOORTHY</b>	<b>A study on financial performance of M/S super springs privates limited</b>	<b>ALAGAPPA UNIVERSITY</b>	<b>2007</b>
<b>M.phil</b>	<b>E.RAJESWARI</b>	<b>A study on problems and prospects of self-help group (SHGIS) product marketing in Tirupur city.</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>2015</b>
<b>M.phil</b>	<b>V.SUDHA</b>	<b>A study on Job satisfaction and Socio-Economic status of women police in Coimbatore city.</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>2014</b>
<b>M.phil</b>	<b>C.UVARANI</b>	<b>A study on Job satisfaction of medical representation in</b>	<b>BHARATHIYAR</b>	<b>2014</b>

		<b>Coimbatore city.</b>	<b>UNIVERSITY</b>	
<b>M.phil</b>	<b>MENAGADEVI</b>	<b>A study on consumer satisfaction of Mysore sandal soap in Tirupur city.</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>2016</b>
<b>M.phil</b>	<b>P.GOVINDAMANI</b>	<b>A study on role of logistics Companies services to the Exporter in Tirupur city.</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>2019</b>
<b>M.phil</b>	<b>M.GEETHA</b>	<b>A study on job satisfaction and Socio-Economic status of private hospital female nurses in Tirupur city.</b>	<b>BHARATHIYAR UNIVERSITY</b>	<b>2019</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** : Attach paper list - with doi and http link of the Paper (Annexure – I)

<b>Title of paper</b>	<b>Name of the author/s</b>	<b>Department of the teacher</b>	<b>Name of journal</b>	<b>Year of publication</b>	<b>ISSN number</b>
Pandemic period customers perception and attitude towards gold rate fluctuation in India-an analytical study	Dr. P.Venugopal	COMMERCE	Strad Research	2021	0039-2049
An overview of India's surgical devices & equipment Marketing during corona pandemic period	Dr. P.Venugopal	COMMERCE	Journal of the asiatic society of mumbai	2021	0972-0766
India's Export Marketing Potentials of palmyra products	Dr. P.Venugopal	COMMERCE	Indian Journal of Natural Sciences	2021	0972-0766
Private schools Women teachers Current life status in Corona pandemic period and their socio-economic conditions in tamilnadu	Dr. P.Venugopal	COMMERCE	Journal of Education: Rabindra Bharati University	2022	0972-7175

- ii) **Book/Book Chapters** : Details with ISBN number  
 iii) **Patent** :

**National and International Conferences** : Attach separate list (Annexure – II)

- i) **Participated**  
 ii) **Paper Presented**  
 iii) **Poster Presented**

**Conference/Seminars Organized** :

**Workshop attended** :

**Resource Person/Invited Lectures** :

**Faculty Development Programs Attended** :

<b>Sr. No.</b>	<b>COURSE</b>	<b>UNIVERSITY/ INSTITUTE</b>	<b>SUBJECT</b>	<b>PERIOD</b>
1	Entrepreneurship Development Program	Alagappa University Karaikudi.	COMMERCE	17-01-1994 to 27-01-1994
2	Orientation Programme	PSG College of Arts & Science, Coimbatore.	COMMERCE	21-07-2001
3	Orientation Programme	Tamilnadu state council for higher education and university grant commission- Academic staff college university of Madras.	COMMERCE	13-10-2008 to 08-11-2008
4	Orientation Programme	Empanelled Training institution- National service scheme	COMMERCE	13-12-2012 to 19-12-2012
5	Refresher	UGC-Bharathiar university Coimbatore.	COMMERCE	03-12-2009 to 23-12-2009
6	Workshop On Research Methodology	Pondicherry University	COMMERCE	21-07-2011 to 22-07-2011

**Academic Activities** :

- i) **Subject Handled**

- Financial Accounting
- Cost Accounting
- Management Accounting
- Information Technology
- Human Resource Management
- Marketing Management
- Financial Management
- Computer Application in Business
- Computer Practical (MS-Office and Tally)

#### **ii) Class Advisor**

- Class Tutor for III – B.Com(A) – 2018-19
- Class Tutor for I – M.Com – Academic year 2019 – 20 on words.

#### **iii) Special Coaching**

- Special Class organized for Slow Learning Students.
- Providing Books and Materials for poor Students.
- Frequently monitoring students growth.

#### **iv) Student Community Beneficial Activities**

- Providing Counseling those who are not interested in studies.
- Arranging Financial support for poor back ground students.
- Providing other than study behavioral and job arrangements.
- Information Giving for competitive exam free coaching center.

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

- Encouraging students to participate in other college cultural activities.
- Encouraging students to participate in sports activities.
- To giving information special couch for sports activities.

#### **Professional Activities :**

- i) Reviewer** : Member in Bharathiar University New Course Commission.
- ii) Board of Studies/UR** :
- iii) Examiner/Scrutiny** : UG,PG & M.Phil - Paper Valuer.
- iv) Senate/Syndicate**

#### **National/ International Collaborations :**