

Faculty Profile



Name : Dr. S.PONNAIYAN
Designation : Asst. Professor in Commerce
Address : 908 - D, Kumaran Main Street
S.R.Nagar (North)
Tirupur – 641 687
Contact Number : +91 98655 55866
Email ID : ponswasthi@gmail.com
Date of Joining in Collegiate Education : 26.02.2011
Date of Joining in the Present College : 07.08.2013
Academic Profile :

Degree	Institute/College	University	Period
B.A.	PSG College of Arts & Science, Coimbatore	Bharathiar University	1991 - 1994
M.Com.	PSG College of Arts & Science, Coimbatore	Bharathiar University	1994 - 1996
M.Phil.	PSG College of Arts & Science, Coimbatore	Bharathiar University	1998
PGDCA	Alagappa University	Alagappa University	2008
Ph.D.	Government Arts College, Ooty	Bharathiar University	2016

Teaching Experience :

i) **Total** : 26 Years
ii) **UG** : 26 Years
iii) **PG** : 20 Years

Name of the college	Position held	Period
Government Arts College, Ooty	Assistant Professor in Commerce	From 26.02.2011 To 07.08.2012
Government Arts College, Rasipuram	Assistant Professor in Commerce	From 08.08.2012 To 06.08.2013
Chikkanna Government Arts College, Tirupur	Assistant Professor in Commerce	From 07.08.2013 Till date

Honors and Research Awards : -

Field of Interest

- i) **Teaching** : -
- ii) **Research** : Marketing
- iii) **Proficiency in instrumentation** : -

Research Guidance

Guidance Number : 17728/1/CRE 5/2021 Dt.: 06.04.2022

S. No.	M.Phil. / Ph.D.	Name of the Student	Thesis Title	Completed / ongoing
1.	M.Phil.	1.Mohammadazarudin. M	A Study on brand preference towards selected mobile phones among college students with special reference to Tiruppur district	Completed (Nov - 2018)
		2.Manjula. S	A Study on employees job satisfaction and welfare facilities in URC Construction (P) Ltd. Erode	Completed (Nov - 2019)
2.	Ph.D.	1.Maheshwari	On going	On going
		2.Girija. S	On going	On going
		3.Balamurugan.A.B	On going	On going
		4.Menakadevi.N	On going	On going

Funded Projects : -

Membership in Professional Bodies : -

S. No	Name of the Professional Body	Membership Detail with Number
	-	-

Research Publications

- i) **Research Papers** : Annexure – I
- ii) **Book/Book Chapters** : -
- iii) **Patent** : -

National and International Conferences :

- i) **Participated** : 4
- ii) **Paper Presented** : 2
- iii) **Poster Presented** :

Conference/Seminars Organized : -

Workshop attended : -

Resource Person / Invited Lectures : 2

Faculty Development Programs Attended :

Course	University/Institute	Subject	Period
Orientation Course	University of Madras, Chennai.	-	04.05.2011 to 02.06.2011
Refresher Course	UGC HRDC, Bharathiar University, Coimbatore.	Commerce	15.05.2013 to 04.06.2013
Refresher Course	UGC HRDC, Bharathiar University, Coimbatore	Commerce	06.02.2020 to 19.02.2020
Refresher Course	UGC HRDC, University of Madras, Chennai	Commerce and Management (ID)	16.09.2021 to 29.09.2021
Refresher Course	Ramanujan University, New Delhi	Commerce	30.10.22 to 13.11.2022

Academic Activities :

i) Subject Handled : Core papers (UG & PG Commerce)

ii) Mentor : B.Com. B (2017 - 2020, 2020-2023 & 2023-2026 Batches)

iii) Special Coaching : -

iv) Student Community Beneficial Activities : Tiruppur District Vigilance Committee Member Since 2020

v) Co-curricular and extra curricular activities: - Sports

Professional Activities :

i) Reviewer : -

ii) Board of Studies/UR : UR in Bharathiar University Examns.

iii) Examiner/Scrutiny : Examiner in Bharathiar University

iv) Senate/Syndicate : -

National/ International Collaborators : -

Annexure – I : Publications

Authors	Title	Journal	Volume	Issue	Pages	Year
S.Ponnaiyan & C. Malleshwaran	Adoption, benefits and effects of social media marketing strategies for micro, small and medium garment units in Tirupur	Shanlax international journal of commerce	2	4	49 – 54	2014
S.Ponnaiyan	Impact of social media marketing strategies on MSME units	International Journal of humanities, Law and Social Sciences	8	5	120 – 126	2021
S.Ponnaiyan	Role of social media marketing in MSMEs	NIU International Journal of Human Rights	8	21	197 – 202	2021
S.Ponnaiyan	Challenges for adopting social media marketing on MSME units in Tirupur	NIU International Journal of Human Rights	9	2	139 – 148	2022