

Faculty Profile



Name : Dr. B. KANAGARAJ
Designation : ASST. PROF. (SG)
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APARTMENT, BHRANI
COLONY, PEELAMEDU,
COIMBATORE -641004
Contact Number : 9443899300 / 9003443159
Email ID : kanagu@cgac.in
Date of Joining in Collegiate Education :19/06/1998
Date of Joining in the Present College :07/09/2013
Academic Profile : M.COM., M.PHIL., PGDCA., PH.D

Degree	Institute/College	University	Period
B.COM	PSG COLLEGE OF ARTS AND SCIENCE	BHARATHIAR	1991-1994
M.COM	NMSSVN COLLEGE	MADURAI KAMARAJ	1994-1996
M.PHIL	NMSSVN COLLEGE	MADURAI KAMARAJ	1996-1997
PGDCA		PONDICHERRY	2008
PH.D	VLB JANAKIAMMAL COLLEGE	BHARATHIAR	2008

Teaching Experience :

i) **Total** : 25 **Years 8 Month**
ii) **UG** : 25 **Years 8 Month**
iii) **PG** : 20 **Years 8 Month**

Name of the college	Position held	Period
SRI RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE COIMBATORE	LECTURER IN COMMERCE	19/6/1998 TO 18/6/2004
SRI RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE COIMBATORE	LECTURER IN COMMERCE (SS)	19/6/2004 TO 18/6/2010
SRI RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE COIMBATORE	HEAD OF THE DEPT.	19/6/2010 TO 29/12/2012

GOVERNMENT ARTS AND SCIENCE COLLEGE TIRUVANNAMALAI	ASSISTANT PROFESSOR	31/12/2012 TO 06/09/2013
CHIKKANNA GOVERNMENT ARTS COLLEGE, TIRUPPUR	ASSISTANT PROFESSOR	07/09/2013 TO 30/12/2017
CHIKKANNA GOVERNMENT ARTS COLLEGE, TIRUPPUR	ASSISTANT PROFESSOR (SS)	31/12/2017 TO 30/12/2021
CHIKKANNA GOVERNMENT ARTS COLLEGE, TIRUPPUR	ASSISTANT PROFESSOR (SG)	31/12/2021 TO TILL DATE

Honors and Research Awards : DDG AWARDS 2023 – AS BEST ANO

Field of Interest : MARKETING AND BANKING

i) **Teaching** : MARKETING & TAXATION

ii) **Research** : MARKETING

iii) **Proficiency in instrumentation** :

Research Guidance

Guidance Number : 25726/A2/2010 dt. 05-01-2011

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

S. No	M.Phil/Ph.D	Name of the Student	Thesis Title	Completed/ongoing
1	M.Phil	D.PREMASELVARAJI	PERFORMANCE EVALUATION OF COIMBATORE DISTRICT CENTRAL CO-OPERATIVE BANK LTD.	Completed
2	M.Phil	D.KARTHIKA	CONSUMERS PERCEPTION AND ATTITUDE TOWARDS CONSUMERISM IN COIMBATORE	Completed
3	M.Phil	R.KRISHNAKUMARI	A STUDY ON CONSUMER AWARENESS PREFERENCE AND SATISFACTION TOWARDS DOMESTIC SOLAR WATER HEATERS IN COIMBATORE	Completed

4	M.Phil	A RAMKUMAR	THE ROLE OF TIRUPUREXPORTERS ASSOCIATION IN DEVELOPMENT OF TIRUPPUR KINTWEAR INDUSTRY	Completed
5	M.Phil	K.SARULATHA	A STUDY ON POLICY HOLDERS SATISFACTION ON INSURANCE WITH SPECIAL REFERENCE TO SBI LIFE INSURANCE IN COIMBATORE	Completed
6	M.Phil	B.SHIBI	A STUDY ON CONSUMER PREFERNCE AND SATISFACTION ON HYUNDAI CARS WITH SPECIAL REFERENCE TO SURYA BALA HYNDAI IN COIMBATORE	Completed
7	M.Phil	M.MAHADEVAN	A STUDY ON INVESTORS PREFERNCE ON DOMESTIC INVESTMENTS IN COIMBATORE CITY	Completed
8	M.Phil	N.KAVITHA	A STUDY ON JOB SATISFACTION OF EMPLOYEES IN SAABBRO CLOTHING COMPANY IRUPUR	Completed
9	M.Phil	MUNEER KOYIKKODAN KANDIYIL	A STUDY ON CONSUMER SATISFACTION OF CO-OPERATIVE URBAN BANK NADAPURAM	Completed
10	M.Phil	P.SANGEETHA	A STUDY ON IMPACT OF SOCIO ECONOMIC STATUS OF WOMEN EMPLOYEES IN SIDCO COIMBATORE	Completed
11	M.Phil	V.MYTHILI	A STUDY ON BENEFICIARYS AWARENESS AND SATISFACTION TOWARDS GOLD LOAN OFFERING BY PRIVATE FINANCING IN COIMBATORE CITY	Completed
12	M.Phil	RAJESWARLM	A STUDY ON FINANCIAL STATEMENT ANALYSIS OF ITC COMPANY LTD	Completed

13	M.Phil	VENI		Completed
14	M.Phil	SUNDARAM P	PROBLEMS FACED BY FARMERS IN AGRICULTURE MARKETING REFERENCE TO ERODE DISTRICT - A STUDY	Completed

S. No	M.Phil/Ph.D	Name of the Student	Thesis Title	Completed/ongoing
1	Ph.D	MS. G. REKHA	PRIVATE LABEL BRAND APPARELS - A STUDY ON CONSUMER AWARENESS, PURCHASE BEHAVIOUR AND LEVEL OF SATISFACTION IN COIMBATORE CITY	Completed
2	Ph.D	MR. S. MANI	“CUSTOMERS PERCEPTION AND SATISFACTION ON SERVICE PROVIDED BY COMMERCIAL BANKS IN SALEM CITY: AN EMPIRICAL STUDY”	Completed
3	Ph.D	MS. S.JAYASHANTHI	CONSUMER PURCHASE INTENSION WITH RESPECT TO ATTRIBUTES AND SUBJECTIVE DIMENSIONS IN THE HYPER MARKET AT COIMBATORE CITY	Completed
4	Ph.D	MS.J. NIMALA	FINANCIAL PERFORMANCE OF THE SELECTED PAPER COMPANIES IN INDIA	Completed
5	Ph.D	MS.R. MURUGESWARI	SERVICE QUALITY PERCEPTION AND LEVEL OF SATISFACTION OF PASSENGERS IN DOMESTIC AIRLINE SERVICES IN COIMBATORE CITY	Completed
6	Ph.D	MS.K. SUBBULAKSHMI	WOMEN POLICYHOLDERS' PERCEPTION ON LIC	Completed

			PRODUCTS AND ITS SERVICES - AN ANALYSIS IN TIRUPUR CITY	
7	Ph.D	MR.M.THIYAGARAJAN	BUYING BEHAVIOUR OF CONSUMERS ON INDIA AND INTERNATIONAL BRANDED APPRELS	Completed
8	Ph.D	MS B INDRANI	“ PROBLEMS AND PROSPECTS OF FISHERY PRODUCT EXPORTERS IN TAMILNADU WITH SPECIAL REFERENCE TO CHENNAI AND TUTICORIN PORT ”	Completed
9	Ph.D	Mrs M.KAVITHA	"AWARENESS AND SATISFACTION OF POLICYHOLDERS IN PRIVATE HEALTH INSURANCES IN RURAL AREAS OF TIRUPUR DISTRICT"	Completed
10	Ph.D	Mrs. R. JEYAMATHI	"INFLUENCE OF SOCIAL MEDIA MARKETING ON MILLENNIAL CONSUMERS ATTITUDE AND PERCEPTION TOWARDS LIFESTYLE BRAND – AN A ANALYTICAL OVERVIEW IN MADURAI CITY"	On going
11	Ph.D	Ms. S. RAMYA		On going
12	Ph.D	Mrs. KALAIVANI		On going
13	Ph.D	Mrs. NIVETHA		On going

Funded Projects :

Membership in Professional Bodies :

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

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Research Publications	:
i) Research Papers	: Attach paper list - with doi and http link of the Paper (Annexure – I)
ii) Book/Book Chapters	: Details with ISBN number
iii) Patent	:
National and International Conferences	: Attach separate list (Annexure – II)
i) Participated	: 24
ii) Paper Presented	: 19
iii) Poster Presented	
Conference/Seminars Organized	: 2
Workshop attended	: 4
Resource Person/Invited Lectures	: 2
Faculty Development Programs Attended	:

Course	University/Institute	Subject	Period
Orientation Course	ASC - BHARATHIDHASAN UNIVERSITY,TRICHY		20.05.2016 TO 16.06.2016
Refresher Course	ASC - BHARATHIDHASAN UNIVERSITY,TRICHY	COMMERCE	13.07.2018 TO 02.08.2018
Refresher Course	TEACHING LEARNING CENTRE, RAMANUJAN COLLEGE, UNIVERSITY OF DELHI	RESESACH METHODOLOGY	17.05.2021 TO 31.05.2021
MICRO SOFT ESSENTIALS	TNSDC & BHARATHIAR UNIVERSITY	MICRO SOFT ESSENTIALS	28.08.2023 TO 01.09.2023
Refresher Course	TEACHING LEARNING CENTRE, RAMANUJAN COLLEGE, UNIVERSITY OF DELHI	COMMERCE	30.10.2022 TO 13.11.2022

Academic Activities	:
i) Subject Handled	: PRINCIPLES OF TAXATION, INCOME TAX, PRINCIPLES OF MARKETING, ESSENTIALS OF BUSINESS COMMUNICATION, BANKING THERORY

ii) Class Advisor : II BCOM (A)

iii) Special Coaching : INCOME TAX LAW

iv) Student Community Beneficial Activities :

v) Co-curricular and extra curricular activities : NCC OFFICER

Professional Activities :

i) Reviewer

**ii) Board of Studies/UR : COMMERCE –UG (BHARATHIAR UNIVERSITY
FROM 2021 TO 2024)**

**iii) Examiner/Scrutiny : PERIYAR UNIVERSITY, MADRAS UNIVERSITY,
THIRUVALLURVAR UNIVERSITY ,
BHARATHIDASAN UNIVERSITY AND VARIOUS
AUTONOMOUS COLLEGE**

iv) Senate/Syndicate

National/ International Collaborations :