

Faculty Profile



NAME Dr. A.MURUGANANDAM

DESIGNATION : ASSISTANT PROFESSOR

ADDRESS :
68, Ram Nagar
SRKV (PO),
Periyanaickenpalayam
Coimbatore-641020

Contact Number: 99528 76606

E mail ID murugajaahnav@gmail.com

Date of Joining in Collegiate Education : 29.07.2015

Date of Joining in the present College : 13.06.2017

Academic profile :

Degree	NAME OF THE INSTITUTION/UNIVERSITY	UNIVERSITY	YEAR OF PASSING
B.Com	PSG COLLEGE OF ARTS AND SCIENCE,	BHARATHIAR UNIVERSITY	1995
M.Com	PSG COLLEGE OF ARTS AND SCIENCE	BHARATHIAR UNIVERSITY	1997
M.Phil.,	PSG COLLEGE OF ARTS AND SCIENCE	BHARATHIAR UNIVERSITY	2001
UGC/NET	UCG, New Delhi		2005
PGDCA	BHARATHIAR UNIVERSITY	BHARATHIAR UNIVERSITY	2007

ORIENTATION/REFRESHER AND FACULTY DEVELOPMENT PROGRAMME:

Sr. No.	Subject/Title	Period	Place
1	Faculty Development Programme	1-12-2007 to 8-12-2007	ICICI BANK LTD,(Head Off) Chennai
2.	Orientation Programme	10.5.2017 to 10.6.2017	University of Madras, Chennai.
3.	Refresher Course in Commerce and Management	20.09.2019 to 3.10.2019	Bharathidasan University, Trichy
4.	In-Service Teacher Training Programme	5.5.2022 and 6.5.2022	TANSICHE, Chennai, held at Bharathiar University
5.	Refresher Course in Commerce	30.10.2022 to 13.11.2022	Teaching Learning Centre, Ramanujan College, University of Delhi

PAPERS PRESENTED:

- STATE LEVEL CONFERENCE on “Impact of Multinational Companies in Indian Economy” on Feb 19th – 2003 at CSI Bishop Appasamy college, Coimbatore.
- UGC-NATIONAL level Conference on “India 2020 An Emerging Super Power On Banking” on Oct 2nd and 3rd 2004 at Selvam Arts and Science College, Namakkal.
- National level seminar on “Revolution of IT on Global market”, on 28th Feb 2006 , presented a paper on “IT in Service Sector” at Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore.
- UGC-NATIONAL level Conference on “E-Banking Scenario in India “ – presented a paper on “ E-Banking Scenario in India” on June28 &29,2006 at GRD College of Science Coimbatore
- International Symposium on “Impact of Advertisements” on Feb 15 & 16 -2007 at Loyola College, Chennai.
- UGC-NATIONAL on “Impact of Microfinance” on Feb 22nd -2007 at Sri Krishna Arts & Science, Coimbatore.
- Participated in the NATIONAL level Conference on “Changing Face of Indian Banking “ on 21.2.2008 at GRD College of Science Coimbatore.
- National level seminar on “Marketing strategy and Retail Revolution”, on 7th March 2008, presented a paper on “Marketing strategy and Retail Revolution” at Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore.

- Participated in the International Conference on International marketing” (ICIM) 2009- held at GRD College of Science, Coimbatore.
- UGC-NATIONAL level Conference on “Sales Promotion Strategies in MSME’s – presented a paper on Impact of Advertisements for Mobile Phones” “ on 22nd and 23rd December 2010 at V.H.N.S Nadar College, Virudhunagar.
- Participated in the “International Conference on International marketing” (ICIM)2013- held at GRD College of Science, Coimbatore.
- Participated and presented paper in “International Conference on International marketing” (ICIM) 2017- on 10th and 11th Nov 2017 held at GRD College of Science, Coimbatore.

PUBLICATIONS

- Experimental Design : An analytical Approach towards Advertisement and Purchase Decision for consumer durables. Macmillan Advanced Research Series. – 2010. P.No: 593-594, ISBN No : 10: 0230-33169-6. www.macmillanpublishersindia.com
- Impact of Advertisement on Brand Decision for Mobile phones,-Sales promotion Strategies-2010, P.No. 144 to 148, ISBN No: 978-81-910426-5-8. www.vhnsnc.in
- Brand Decision towards Consumer Durables, Wide Spectrum- Research Journal, Feb 2013, Vol.1.No.7(2013) P.No. 12-18. ISSN No: 2250-2815.widespectrum@grd.edu.in
- Impact of Advertising for Shopping products, Wide Spectrum- Research Journal, March 2013, P.No. 19-26. Vol.1.No.8(2013)ISSN No: 2250-2815.
- Customers’ perception on SWOT Analysis for BSNL, Wide Spectrum- Research Journal, May 2013, Vol.1. No.10 (2013) P.No. 55-60. ISSN No: 2250-2815.
- Perception on product availability and reliability with reference to consumer durables in Coimbatore District , Wide Spectrum- Research Journal, May 2014, Vol.2. No.8(2014)P.No. 29-35. ISSN No: 2250-2815.
- Customer Perception towards promotion of BSNL services, Emerging trends in Finance, Archers and Elevators publishing house, Bangalore-2014, P.No.152-160, ISBN No: 978-93-93247-24-8.www.aeph.in
- Perception on product availability and reliability with reference to Consumer durables in Coimbatore district, Wide Spectrum, Research Journal, 2014, ISSN- 2250-2815.
- Emerging Trends in Finance, National Journal, 2014, ISBN 978-93-83241-24-8, 2014.
- Financial inclusion in digital India and overcome the challenges for successful implementation , Our Heritage, 2020 ,ISSN 0474-9030

ACADEMIC ACTIVITIES:

- i. **Subject handled** : Financial Accounting, Human Resource Management , Company law and Secretarial practice
- ii. **Class Adviser** : I – B.Com (CA)
- iii. **Special Coaching** :
- iv. **Student Community Beneficial Activities: Entrepreneurial Development Cell Coordinator**
- v. **Co- curricular and extracurricular activities**

Professional activities:

- i. Reviewer: UG/ PG Board of Commerce
- ii. Board of studies/UR : Acted as Subject Expect in UG and PG
- iii. Examiner / Scrutiny : Examiner in UG and PG
- iv. Senate/ Syndicate: NIL

SUBJECT EXPERT :

1. **Doctoral Committee** – External for Ph.D – Department of Management, Dr.GRD School of Management, Coimbatore
2. **Doctoral Committee** – External for Ph.D - Department of Commerce- Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore.
3. **Board of Studies** – Subject Expert for UG and PG – Dr. GRD School of Commerce and International Business, Coimbatore.
4. **Scrutinizer**- External – UG and PG Question paper- PSG College of Arts and Science and Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore.
5. **Evaluator**- External – UG and PG Answer Scripts – Bharathiar University, Dr. SNS Rajalakshmi College of Arts and Science and Kongunadu College of Arts and Science, Coimbatore.
6. **Academic Council Member** – Dr. GRD College of Science, Coimbatore.