



**Name: Dr. R. GANAPATHI**

**Designation: Associate Professor of Commerce**

### Contact

Address : **No. 11/2, Muthu K. R. V. Lay Out, Opp. Chinniah Ambalam Municipal Primary School, Near Periyar Statue, Karaikudi. Pin Code - 630 001**

Employee Number : 5 1 5 2 0

Date of Birth : 04-07-1974

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University Email ID : **ganapathir@alagappauniversity.ac.in**

Aadhaar Number : **9500 2063 2407**

### Academic Qualifications:

| Course         | Subject                 | University                 | Year of Completion | Class            |
|----------------|-------------------------|----------------------------|--------------------|------------------|
| B.Com.,        | Commerce                | Bharathiar University      | 1994               | II               |
| PGDCA.,        | Computer Applications   | Alagappa University        | 2007               | I                |
| M.Com.,        | Commerce                | Alagappa University        | 1997               | I                |
| MBA (Finance), | Business Administration | Madurai Kamaraj University | 2001               | II               |
| MBA (HR),      | Business Administration | Periyar University         | 2009               | I                |
| M.Phil.,       | Commerce                | Alagappa University        | 1998               | I                |
| Ph.D.          | Faculty of Management   | Alagappa University        | 2005               | Highly Commended |

**Teaching Experience: 25 years**

**Research Experience: 18 years**

### Additional Responsibilities

1. PCP Coordinator for Commerce and Management Programmes
2. Monitor Assignments, Project Reports and Internal Marks for Management courses

### Areas of Research

1. Finance, Marketing, Human Resource Management and General Management

### Research Supervision / Guidance

| Program of Study |         | Completed | Ongoing |
|------------------|---------|-----------|---------|
| Research         | Ph.D.   | 48        | 04      |
|                  | M.Phil. | 82        |         |
| Project          | PG      | 114       | --      |

### Publications

| International |             | National |             | Others  |
|---------------|-------------|----------|-------------|---|
| Journals      | Conferences | Journals | Conferences | Books / Chapters /<br>Monographs /<br>Manuals |
| 186           | 34          | 84       | 129         | 01  |

**Cumulative Impact Factor (as per JCR) :**

**h-index :**

**i10 index :**

**Total Citations :**

## Funded Research Projects

### Completed

| S. No. | Agency   | Period |      | Project Title   | Budget (Rs. In lakhs) |
|--------|--|--------|------|---|-----------------------|
|        |  | From   | To   |   |                       |
| 1.     | UGC, New Delhi                                     | 2010   | 2012 | Economic Empowerment of Rural Women with special reference to Self Help Groups in the Southern Districts of Tamil Nadu - An Empirical Study | Rs.3,69,200/-         |
| 2.     | ICSSR, New Delhi                                   | 2013   | 2015 | Green Purchase Behaviour of Consumers in Tamil Nadu State   | Rs.5,00,000/-         |
| 3.     | ICSSR, New Delhi                                   | 2016   | 2017 | A Study on Consumers Awareness with Reference to Food Adulteration in Tamil Nadu State  | Rs.2,00,000/-         |
| 4.     | Alagappa University Research Fund (AURF) Karaikudi | 2017   | 2019 | A Study on Service Quality of Hotels and Satisfaction of Religious Tourists in Pilgrim Centres in South Tamil Nadu                          | Rs.3,00,000/-         |

### Ongoing

#### Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 01

#### Events Participated

Conferences / Seminars / Workshops:

Other Training Programs:

Books Published:

DDE Course materials: 01

Distinctive Achievements/Awards:

**Resource persons in various capacities**

## Membership in

### Resource persons in various capacities

1. Guest Lecture Delivered on “**Women Entrepreneurship: Hurdles and Measures**” in the State Level Seminar Organized by Department of Business Administration, K. M. G. College of Arts and Science, Gudiyattam, Vellore District, on 17<sup>th</sup> February 2011.
2. Guest Lecture Delivered on “**Potential Growth of Rural Marketing in India**” in the National Level Conference - Contemporary Issues in Marketing and Social Science, Organized by School of Commerce and Management, Shanmuga Industries Arts and Science College, Thiruvannamalai, on 6<sup>th</sup> March 2015.

### Number of Invited / Special Lectures delivered:

| Sl. No. | Title of the Seminar / Conferences  | Organized By   | Title of the Technical Session Chair: Specialization  | Date   |
|---------|---|--|---|--|
| 1.      | Emerging Trends in Business Opportunities   | Vivekanandha College of Arts and Sciences for Women (Autonomous), Tiruchengode, Tamil Nadu State | Human Resources                                       | 20 <sup>th</sup> February 2013                   |
| 2.      | Contemporary Issues in Management and Social Sciences                                       | Bonsecours College for Women, Thanjavur, Tamil Nadu State.                                       | Human Resource Management                             | 5 <sup>th</sup> December 2014                    |
| 3.      | Make in India: Prospects and Challenges   | Sankara Institute of Management Science, Coimbatore, Tamil Nadu State.                           | Make in India: Significant Aspects from Major Sectors | 13 <sup>th</sup> March 2015                      |
| 4.      | Management Practices in Contemporary Business Era   | St. Xavier's Catholic College of Engineering, Chunkankadai, Nagercoil                            | Marketing   | 7 <sup>th</sup> March 2014                       |
| 5.      | Impact of Electronic Resources on Teaching, Learning and Research: Issues and Opportunities | Central Library and Directorate of Distance Education, Alagappa University, Karaikudi            | Intellectual Property Rights                          | 24 <sup>th</sup> and 25 <sup>th</sup> April 2015 |

## Others

## Recent Publications

Recent Papers published: (Authors name, Journal name, Vol., year, pages)  
(Atleast three required)

| Sl. No. | Title of Publications  | Name of Publishers   | Year of Publication               | ISBN / ISSN No./ Etc., | Published as* (Please specify) |
|---------|--|--|-----------------------------------|------------------------|--------------------------------|
| 1.      | Micro Credit Programme Run by Self-Help Groups with Reference to Erode District, Tamil Nadu                    | Lakshya: A Monthly Referred Journal of Management, Indore.                     | Vol. I / No. VI, July 2014        | 2348 - 5418            | National Journal               |
| 2.      | Customer Satisfaction Towards Landline Services Provided by BSNL Telecom, Karaikudi Town                       | SANKALPANA – International Journal of Multidisciplinary Management, Allahabad. | Year 2 / Vol. III, September 2014 | 2349 - 4034            | International Journal          |
| 3.      | Policy Holders Perspective towards LIC of India with Special Reference to Palani, Tamil Nadu                   | “UDYUKTA” International Journal of Management and Economics, Nagpur.           | Vol. 4 / No. 1, April 2014        | 2320 - 1010            | International Journal          |
| 4.      | Public Awareness towards Capital Market Investment with Special Reference to JRF Securities Limited, Hyderabad | Journal of Management Research and Analysis, New Delhi.                        | Vol. 1 / No. 1, October 2014      | 2394 - 2762            | National Journal               |
| 5.      | Impact of Stress on Professional Women Entrepreneurs   | Journal of Management Research and Analysis, New Delhi.                        | Vol. 1 / No. 1, October 2014      | 2394 - 2762            | National Journal               |
| 6.      | Investment Pattern of Government Employees in Madurai City   | Journal of Management Research and Analysis, New Delhi.                        | Vol. 1 / No. 1, October 2014      | 2394 - 2762            | National Journal               |

|                |  |  |                                      |                               |                                       |
|----------------|--|--|--------------------------------------|-------------------------------|---------------------------------------|
| 7.             | Impact of Brand Equity Dimensions on Brand Purchase Intention of Customers Through Social Media Networks | Global Journal of Business Management (GJBM), New Delhi. | December 2014                        | 0973 - 8533                   | International Journal                 |
| <b>Sl. No.</b> | <b>Title of Publications</b>   | <b>Name of Publishers</b>                                | <b>Year of Publication</b>           | <b>ISBN / ISSN No./ Etc.,</b> | <b>Published as* (Please specify)</b> |
| 8.             | Investors' Perception towards Mutual Fund: An Empirical Study with Reference to Coimbatore City          | Journal of Management Research and Analysis, New Delhi.  | Vol. 2 / No. 1, January - March 2015 | 2394 - 2762                   | National Journal                      |
| 9.             | A Study on Factors Affecting Online Shopping Behaviour of Consumers in Chennai                           | Journal of Management Research and Analysis, New Delhi.  | Vol. 2 / No. 2, April - June 2015    | 2394 - 2762                   | National Journal                      |
| 10.            | Customers' Preference Towards Multi-Brand Mobile Phone SIM Cards and Recharge Coupons                    | Global Journal of Business Management (GJBM), New Delhi. | Vol. 9 / No. 1, June 2015            | 0973 - 8533                   | International Journal                 |
| 11.            | A Study on Psychological Well Being and Job Performance of Employees in Knitwear Industry in Tirupur     | Research Revolution, Indore, Madhya Pradesh State.       | Vol. IV / No. 9, June 2016           | 2319 – 300X                   | International Journal                 |
| 12.            | Customer Satisfaction of Private Sector Banks in Madurai City, Tamil Nadu                                | Journal of Management Research and Analysis, New Delhi.  | Vol. 3 / No. 2 April – June 2016     | 2394 - 2762                   | National Journal                      |
| <b>Sl. No.</b> | <b>Title of Publications</b>   | <b>Name of Publishers</b>                                | <b>Year of Publication</b>           | <b>ISBN / ISSN No./</b>       | <b>Published as* (Please specify)</b> |



|     |  |   |   |                |                          |
|-----|--|---|---|----------------|--------------------------|
|     |  |   |   | <b>Etc.,</b>   |                          |
| 13. | Job Satisfaction of Arts and Science College Faculty Members in Coimbatore City with Reference to Self Financing Colleges          | Journal of Management Research and Analysis, New Delhi.           | Vol. 4 / No. 1<br>January –<br>March 2017 | 2394 -<br>2762 | National<br>Journal      |
| 14. | A Study on Potentiality and Feasibility of Tourism in Theni District   | Journal of Management Research and Analysis, New Delhi.           | Vol. 4 / No. 1<br>January –<br>March 2017 | 2394 -<br>2762 | National<br>Journal      |
| 15. | Influence of Human Resource Management Practices on Organizational Commitment of Employees in Private Sector Banks in Chennai City | Journal of Management Research and Analysis, New Delhi.           | Vol. 4 / No. 1<br>January –<br>March 2017 | 2394 -<br>2762 | National<br>Journal      |
| 16. | A Study on Perception of Entrepreneurs on Entrepreneurship Development and Employment Generation in Madurai District               | International Journal of Advance & Innovative Research, Ghaziabad | Vol. 6 / No. 1<br>April - June<br>2019    | 2394-<br>7780  | International<br>Journal |

**Important Research Article Published:**

| <b>Sl. No.</b> | <b>Title of Publications</b>  | <b>Name of Publishers</b>   | <b>Year of Publication</b>      | <b>ISBN / ISSN No. / Etc.,</b> |
|----------------|---|---|---------------------------------|--------------------------------|
| 1.             | A Study on Identification of Motivational Factors for Investment Among Government Employees in Bangalore City | International Journal of Management and Social Science Research Review (IJMSRR), Bangalore. | Vol. 1 /<br>No. 13<br>July 2015 | 2349 – 6738                    |

|                |   |   |                                       |                                |
|----------------|---|---|---------------------------------------|--------------------------------|
| 2.             | Industrialists' Awareness and Attitude Towards Carbon Trading and Its Perception and Impact on the Environment                                | Global Journal of Business Management (GJBM), New Delhi.                                    | Vol. 9 / No. 1, June 2015             | 0973 - 8533                    |
| 3.             | A Study on Factors Affecting the Purchase of Luxury Fashion Apparel Brands Among Women Consumers in Kerala State                              | International Journal of Management and Social Science Research Review (IJMSRR), Bangalore. | Vol. 1 / No. 14 August 2015           | 2349 – 6738                    |
| 4.             | A Study on Religious, Cultural, Social Values and Purchase Intention of Women Consumers Towards Luxury Fashion Apparel Brands in Kerala State | International Journal of Business and Administration Research Review (IJBARR), Bangalore.   | Vol. I / No. 11 July – September 2015 | 2348 – 0653                    |
| 5.             | A Study on Factors Contributing to the Success of Small Manufacturing Enterprises in Coimbatore District                                      | International Journal of Business and Administration Research Review (IJBARR), Bangalore.   | Vol. I / No. 11 July – September 2015 | 2348 – 0653                    |
| <b>Sl. No.</b> | <b>Title of Publications</b>  | <b>Name of Publishers</b>   | <b>Year of Publication</b>            | <b>ISBN / ISSN No. / Etc.,</b> |
| 6.             | A Study on Government Assistance for Development of Small Manufacturing Enterprises in Coimbatore District                                    | International Journal of Management and Social Science Research Review (IJMSRR), Bangalore. | Vol. 1 / No. 14 August 2015           | 2349 – 6738                    |
| 7.             | Investors' Perception towards Mutual Fund: An Empirical Study with Reference to Coimbatore City   | Journal of Management Research and Analysis, New Delhi.                                     | Vol. 2 / No. 1, January - March 2015  | 2394 - 2762                    |
| 8.             | A Study on Factors Affecting Online Shopping Behaviour of Consumers in Chennai  | Journal of Management Research and Analysis, New Delhi.                                     | Vol. 2 / No. 2, April - June 2015     | 2394 - 2762                    |
| 9.             | Customers' Preference Towards Multi-Brand Mobile Phone SIM Cards  | Global Journal of Business Management (GJBM), New   | Vol. 9 / No. 1, June 2015             | 0973 - 8533                    |

|                |  |   |   |                                |
|----------------|--|---|---|--------------------------------|
|                | and Recharge Coupons   | Delhi.  |   |                                |
| 10.            | A Study on Customers' Preference Towards Departmental Stores in Coimbatore City                      | Journal of Management Research and Analysis, New Delhi.                         | Vol. 2 / No. 3, July - September 2015                   | 2394 - 2762                    |
| 11.            | A study on Factors Affecting Marketing of Jasmine in Dindigul District                               | Journal of Management Research and Analysis, New Delhi.                         | Vol. 2 / No. 4, October - December 2015                 | 2394 - 2762                    |
| 12.            | A Study on Brand Preference of Tooth Paste Among Different Age Groups of Consumers in Udumalpet Town | Journal of Management Research and Analysis, New Delhi.                         | Vol. 2 / No. 4, October - December 2015                 | 2394 - 2762                    |
| <b>Sl. No.</b> | <b>Title of Publications</b>   | <b>Name of Publishers</b>   | <b>Year of Publication</b>                              | <b>ISBN / ISSN No. / Etc.,</b> |
| 13.            | A Study on Consumers' Brand Preference Towards Cosmetics in Tiruchirappalli Town                     | International Journal of Management and Social Science Research Review (IJMSRR) | Vol. 1 / No. 2, February 2016                           | 2349 - 6738                    |
| 14.            | A Study on Dimensions Influencing the Students' Entrepreneurial Intention                            | Journal of Management Research and Analysis, New Delhi.                         | Vol. 3 / No. 1, January – March 2016                    | 2394 - 2762                    |
| 15.            | Customer Perception Towards Internet Banking Services in Sivagangai District, Tamil Nadu             | Journal of Management Research and Analysis, New Delhi.                         | Vol. 3 / No. 1, January – March 2016                    | 2394 - 2762                    |
| 16.            | Factors Influencing the Economic Empowerment of Women Through Self-Help Groups in South Tamil Nadu   | GBAMS - VIDUSHI Journal, Mirzapur, Uttar Pradesh State.                         | Vol. 6 & 7 / No. 1 & 1 - 2, June – 2014 – December 2015 | 0974 - 6374                    |

|                |   |   |   |                                |
|----------------|---|---|---|--------------------------------|
| 17.            | A Study on Quality of Work Life of Workers in Construction Industry in Madurai District   | Journal of Management Research and Analysis, New Delhi.                                   | Vol. 3 / No. 2 April – June 2016        | pp.63-66                       |
| 18.            | Customer Satisfaction of Private Sector Banks in Madurai City, Tamil Nadu   | Journal of Management Research and Analysis, New Delhi.                                   | Vol. 3 / No. 2 April – June 2016        | pp.67-73                       |
| <b>Sl. No.</b> | <b>Title of Publications</b>  | <b>Name of Publishers</b>   | <b>Year of Publication</b>              | <b>ISBN / ISSN No. / Etc.,</b> |
| 19.            | A Study on Work Life Balance and Job Satisfaction of Women Employees Working in New Private Sector Banks                                  | Journal of Management Research and Analysis, New Delhi.                                   | Vol. 3 / No. 3 July - September 2016    | pp.126-130                     |
| 20.            | Customers Preferences Towards Television Brands with Reference to Sivagangai District   | International Journal of Multidisciplinary Research Review (IJMDRR), Bangalore.           | Vol. 1 / No. 19 September 2016          | 2395 – 1877<br>(pp.119 – 127)  |
| 21.            | A Study on Service Quality Dimensions and Its Impact on Satisfaction of Domestic Tourists in Tamil Nadu                                   | International Journal of Business and Administration Research Review (IJBARR), Bangalore. | Vol. 2 / No. 15 July – September 2016   | 2348 – 0653<br>(pp.199 – 204)  |
| 22.            | A Study on Factors Affecting on Customer Perception towards E-Banking and Intensity to Use E-Banking of Private Sector Banks by Customers | International Journal of Commerce and Management Research (PIJCMR), Bangalore.            | Vol. IV / No. 3 October – December 2016 | 2321 – 3604<br>(pp.1 – 5)      |
| 23.            | Influence of Human Resource Management Practices on Organizational Commitment of Employees in Private Sector Banks in Chennai City        | Journal of Effulgence   | Vol. 15 / No. 1, January – June 2017    | 0972 - 8058                    |

| <b>Sl. No.</b> | <b>Title of Publications</b>  | <b>Name of Publishers</b>  | <b>Year of Publication</b>           | <b>ISBN / ISSN No. / Etc.,</b> |
|----------------|---|--|--------------------------------------|--------------------------------|
| 24.            | A Study on Factors Influencing Purchase Intentions towards Organic Products among Consumers                 | Management Wisdom: A Journal of Business & Management, Pollachi. | Vol. 6 / No. 1, July – December 2018 | 2230 - 7257                    |
| 25.            | Influence of Factors Affecting Consumer's Purchasing Intention on Purchasing Decision Towards Luxury Brands | Management Wisdom: A Journal of Business & Management, Pollachi. | Vol. 6 / No. 2, January – March 2018 | 2230 - 7257                    |

### **Editorial Activity / Journal Reviewer:**

1. Editorial Board Member of International Journal of Management Rivulet, Agra, India.
2. Editorial Board Member of Journal of Research Atmajyot, Mumbai, India.
3. Editorial Board Member of PARIPEX - Indian Journal of Research, Paldi, Ahmedabad, India.
4. Editorial Board Member, International Journal of Accounting and Financial Management Research (IJAFMR), Canada.
5. Editorial Board Member, Global Research Analysis, Ahmedabad, Gujarat State.
6. Editorial Board Member, Research Revolution (International Journal of Social Science and Management), Nagpur, Madhya Pradesh State.
7. Editorial Board Member, Indian Journal of Scholarly Research, New Delhi.
8. Editorial Advisory Board Member, LAKSHYA Referred Journal of Management, Indore.
9. Editor-in-Chief, Journal of Management Research and Analysis, New Delhi.
10. Editorial Board Member, Research Revolution, Indore.