



# Raja Doraisingam Government Arts College

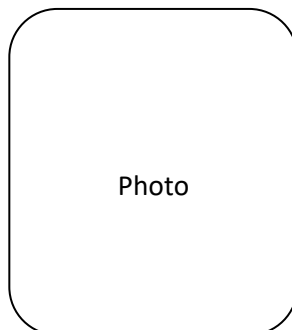
(Affiliated to Alagappa University, Karaikudi)

Sivagangai - 630561



## FACULTY PROFILE

- Name** : Dr. M. GANESAN
- Father's Name** : P. MUTHUVEL
- Designation** : ASSISTANT PROFESSOR (SG)
- Age & Date of Birth** : 17.07.1972
- Gender** : MALE
- Address for Communication** : DR. M. GANESAN, ASSISTANT PROFESSOR OF COMMERCE, RAJA DORAISINGAM GOVT ARTS COLLEGE SIVAGANGAI.
- Phone No** : 6380538500
- Email- id** : drmganesan17@gmail.com
- Educational Qualification** : M.COM, M.Phil, Ph.D, SLET



S.No.	Course	University/College	Year of Passing
1	M.COM	M. K UNIVERSITY MADURAI	1994
2	M.Phil	M.K. UNIVERSITY MADURAI	1996
3	Ph. D	M.K. UNIVERSITY MADURAI	2004
4	SLET	BHARATHIDHASAN UNIVERSITY TRICHY	1999

- Area of Specialization** : FINANCE, MARKETING AND HRM

**10. Experience :**

S. NO	Name of Organisation	Period		Year of Experience
		From	To	
1				
2	RD GOVTS ARTS COLLEGE-SIVAGANGAI	26.12.2007	TILL DATE	15YEARS ONE MONTH
3				

**11. Publications:**

S.No.	Title	Name of the Journal	ISSN / ISBN	Year
1	<b>A STUDY ON AWARENESS AND ACCESS TO FINANCIAL INCLUSION AMONG AGRICULTURAL LABOURERS WITH SPECIAL REFERENCE TO SIVAGANGAI DISTRICT</b>	PALARCH'S JOURNAL OF ARCHAEOLOGY OF EGYPT/EGYPTOLOGY	4711-4717	2021
2	A STUDY ON CUSTOMER PERCEPTION OF PAYTM APP- COMPARATIVE STUDY ON RURAL AND URBAN USERS IN ERNAKULAM DISTRICT OF KERALA	JUNI KHYAT UGC CARE GROUP ILISTED JOURNAL	2278-4632	2020
3	<b>FINANCIAL LITERACY AND ITS GROWING IMPORTANCE AMONG WOMEN EMPLOYEES</b>	<b>WESLEYAN JOURNAL OF RESEARCH</b>	0975-1386	2021
4	A STUDY ON FINANCIAL LITERACY AND	SAMBOTHI INDOLOGICAL RESEARCH GENERAL OF	2049-6661	2021

	INVESTMENT DECISION OF WOMEN EMPLOYEES	L.D.I.I		
5	FRUITS AND VEGETABLES EXPORT FROM INDIA- WITH REFERENCE TO EUROPEAN COUNTRIES	INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH	2277-7881	2022S
6	THE EFFECT OF SOCIAL NETWORK ADVERTISEMENTS ON BUYING DECISIONS OF WORKING WOMEN (WITH SPECIAL REFERENCE TO RAMANATHAPURAM DISTRICT)	WESLEYAN JOURNAL OF RESEARCH	0975-1386	
7	A STUDY ON ACCESSIBILITY OF FINANCIAL SERVICES BY AGRICULTURAL LABOURER (IN THE DISTRICT OF SIVAGANGAI)	JOURNAL OF MANAGEMENT & ENTREPRENEURSHIP	2229-5348	2022
8	EXPORT AND COPARATIVE ANALYSIS OF AGRICULTURAL PRODUCTS IN INDIA - WITH REFERENCE TO SAARC COUNTRIES	JOURNAL OF POSITIVE SCHOOL PSYCHOLOGY	9062-9084	2022
9				
10				

## 12. Paper Presented in Conferences/ Seminar:

S.No.	Title	Institution	Date & Year
1	ONLINE MARKETING	ANANDA COLLEGE	25 <sup>th</sup> JANUARY 2018

2	A STUDY ON CONSUMER PREFERENCE AND CUSTOMER SATISFACTION TOWARDS HIMALAYA SKIN CARE PRODUCTS WITH SPECIAL REFERENCE TO KARAIKUDI TOWN	ANANDA COLLEGE	21 <sup>st</sup> FEBRUARY,2018
3	DIGITAL MARKETTING-ISSUES	ANANDA COLLEGE	28 <sup>TH</sup> FEBRUARY,2020
4			
5			
6			

**13. Seminar / Conference / workshop / Attended:**

S.No.	Institution	Date & Year
1	ANANDA COLLEGE	20 <sup>th</sup> APRIL2022
2		
3		

**14. Details of Research Projects :**

Title	Sponsoring Agency	Amount	Responsibility
-	-	-	-

**15. Ph.D Guidance/Supervisorship:**

Name of scholar	Course	Area of research	Status
E. KOKILA	Ph.D	FINANCE	AWARDED ON 10 <sup>th</sup> AUGUST 2022

<b>R. RAMKI</b>	<b>Ph.D</b>	<b>MARKETING</b>	<b>AWARDED ON 25<sup>th</sup> FEBRUARY 2021</b>
<b>LATHA.K NAIR</b>	<b>Ph.D</b>	<b>FINANCE</b>	<b>AWARDED ON SEPTEMBER 2021</b>
<b>P. KANIDHA</b>	<b>Ph.D</b>	<b>MARKETING</b>	<b>PURSUING</b>
<b>MAHALAKSHMI</b>	<b>Ph.D</b>	<b>OPERATIONS MANAGEMENT</b>	<b>PURSUING</b>
<b>MANIMEGALAI</b>	<b>Ph.D</b>	<b>MARKETING</b>	<b>PURSUING</b>
<b>GIFI ANTONY</b>	<b>PH.D</b>	<b>MARKETING</b>	<b>PURSUING</b>

**M.Phil Guidance/Supervisorship:**

<b>Name of scholar</b>	<b>Course</b>	<b>Area of Research</b>	<b>Status</b>
<b>S. MANIMALA</b>	<b>M.Phil</b>	<b>OPERATIONS MANAGEMENT</b>	<b>AWARDED</b>
<b>R. MUTHULAKSHMI</b>	<b>M.Phil</b>	<b>MARKETING</b>	<b>AWARDED</b>
<b>M. MADHU BALA</b>	<b>M.Phil</b>	<b>MARKETING</b>	<b>AWARDED</b>
<b>P. TAMILMOZHI</b>	<b>M.Phil</b>	<b>HR</b>	<b>AWARDED</b>

**16. Seminar/ Conference/ Workshop Organised:**

<b>S.No.</b>	<b>Topic</b>	<b>Institution</b>	<b>Date</b>
1			
2			

**17. webinar Attended**

<b>Sl.No</b>	<b>Topic And Organizing Institution</b>	<b>Date</b>

**18. Orientation/Refresher/FDP/STP/MOOCs Attended**

<b>Sl.No</b>	<b>Name of the Programme</b>	<b>University</b>	<b>From</b>	<b>To</b>
<b>1</b>	<b>REFRESHER COURSE IN COMMERCE</b>	<b>MADURAI KAMARAJ UNIVERSITY,MADURAI</b>	<b>09.03.2018</b>	<b>29.03.2018</b>
<b>2</b>	<b>REFRESHER COURSE IN MANAGING ONLINE CLASSES &amp; CO -CREATING MOOCS</b>	<b>TEACHING LEARNING CENTRE, RAMANUJAN COLLEGE, UNIVERSITY OF PANDIT MADAN MOHAN MALAVIYA NATIONAL MISSION ON TEACHERS ANDTEACHING</b>	<b>11.05.2021</b>	<b>25.05.2021</b>
<b>3</b>	<b>REFRESHER COURSE IN COMMERCE &amp; MANAGEMENT</b>	<b>TEACHING LEARNING CENTRE, RAMANUJAN COLLEGE, UNIVERSITY OF DELHI PANDIT MADAN MOHAN MALAVIYA NATIONAL MISSION ONTEACHERS AND TEACHING</b>	<b>25.06.2021</b>	<b>08.07.2021</b>

**19. Resource Person:**

<b>Sl.No.</b>	<b>Topic</b>	<b>Delivered at</b>	<b>Period</b>
<b>1</b>	<b>RECENT DEVELOPMENTS IN INDIAN FINANCIAL SECTOR</b>	<b>ST. JUDE'S COLLEGE-THOOTHOR</b>	<b>10.05.2022</b>
<b>2</b>	<b>GST-IT'S JOURNEY FROM THE INITIATIVE</b>	<b>GOVERNMENT ARTS COLLEGE -MELUR</b>	<b>22.04.2022</b>
<b>3</b>	<b>ENTREPRENEURSHIP &amp; ITS ROLE IN INDIAN ECONOMY</b>	<b>SYED AMMAL ARTS AND SCIENCE - RAMANATHAPURAM</b>	<b>28.02.2019</b>
<b>4</b>	<b>GST- OVERVIEW</b>	<b>MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN'S COLLEGE- POOVANTHI</b>	<b>21.02.2020</b>
<b>5</b>			

**20. Members in Organization's :MEMBER BOARD OF STUDIES  
SOURASHTRA COLLEGE MADURAI.  
MEMBER, DOCTORAL RESEARCH COMMITTEE ALAGAPPA UNIVERSITY  
KARAIKUDI.**

**21. Other Positions/Achievements: -**

**(Signature)**