

Name : Dr. M.S. RANJITHKUMAR

Designation : Professor and Head

Department : B.Com with Business Analytics

Qualification : M.Com., M.Phil., PGDCA., NET., Ph.D.

Experience : Teaching: 17.9 Years Research: 14 years

Area of Specialization(s): Finance, Marketing & Human Resource Management

Email(OfficialID): drranjithkumar@drngpasc.ac.in,



Academic Qualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph. D.	Commerce	Gobi Arts & Science College, Gobi	2012
M. Phil.	Commerce	Gobi Arts & Science College, Gobi	2004
M. Com.	Commerce	Gobi Arts & Science College, Gobi	2002
B. Com.	Commerce	Gobi Arts & Science College, Gobi	2000

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/Agency Name	Year
P.G.D.C.A	ComputerScience	Bharathiar University, Coimbatore,	2003
NET	Commerce	UniversityGrantCommission (UGC)	2010
NPTEL	Corporate social Responsibility	Indian institute of technology Kharagpur	2019

Projects

On-going

ProjectTitle	Agency	Amount	Duration
“AStudyofFarmer’s Perceptionon DifferentMarketing Channels for Major Vegetables in Ooty and Coimbatore Districts of Tamil Nadu”	ICSSR-Minnor	3,00,000	1 YEAR

Research Guidance

Programme	No. ofScholars	
	Completed	Pursuing
Ph. D.	2	4
M. Phil.	4	-

ResearchPublications(Indexed)

International:

- ✓ Dr.M.S.Ranjithkumar**AnEmpiricalStudyOnTheInvestorsOpinionOfAnOnlineShare Trading With Special Reference to Mothilal Oswal Securities Limited Udumalpet** Aditya International Journal of modern day practices, Volume.1, Issue 6, pp.13-25, ISSN 2277-730X. 2013
- ✓ Dr.M.S. Ranjithkumar **A Study On Producers’ Satisfaction About Co-Operative Milk Society (With Special Reference to Tirupur District)**Aditya International Journal of research in technology and managementVolume2, Issue10,pp.34-47,ISSN2248-9665.
- ✓ Dr.M.S.Ranjithkumar **A Empirical Study on Customer Awareness,Satisfaction And India Influence Among The Life Insurers of Coimbatore** International journal of scientific research. Volume no :3/issue:8/ISSN-2277-8179pp. 40-42,IF-1.8651 august2014.
- ✓ Dr. M.S.Ranjithkumar **A Study of Quality Of Work Life With Special Reference To Employees In Coimbatore** InternationalJournalofInformativeandFuturisticResearch, ISSN: 2347-1697 Volume 3, Issue 5, Impact factor of 4.164 January 2016.

- ✓ Dr. M.S.Ranjithkumar **A Study On Brand Preference and Consumer Buying Behavior Towards Laptops With Special Reference to Coimbatore City** International Journal Of Multidisciplinary Research And Development ISSN:2349-4182(online)2349-5979(print)in Volume 3, Issue 2 February 2016. PP 243-247.
- ✓ Dr.M.S.Ranjithkumar **Empirical Study On Socio-Economic And Level of Satisfaction of Women Nurses In Private Hospitals With Special Reference to Coimbatore City** Intercontinental Journal Of Human Resource Research Review ISSN:2320-9704- Online ISSN:2347-1662-Print-Impact Factor:1.615 Volume 4, Issue 1, March 2016
- ✓ Dr.M.S.Ranjithkumar **A Study on Banana Cultivators' Level of Satisfaction (With Special Reference to Thoothukudi District, Tamil Nadu)** International Educational Applied Scientific Research Journal (IEASRJ) Volume:2 Issue:1 Jan 2017 e-ISSN:2456-5040 | IMPACT FACTOR VALUE:4.871 (SJIF)
- ✓ Dr.M.S.Ranjithkumar **A Study on Liquidity Position Analysis Of Selected Textile Companies In India** Intercontinental Journal Of Finance Research Review ISSN:2321-0354- Online ISSN:2347-1654-Print-Impact Factor:4.236 volume 5, Issue 2, February 2017
- ✓ Dr.M.S.Ranjithkumar **Determinants Of Passengers Satisfaction Towards Hygiene Facilities Provided In Coimbatore Junction**, International Journal of Current Research and Modern Education (IJCRME) ,vol.3, Issue 1, page no.255-258, May 2018, ISSN :2455-5428 Impact factor:6.925
- ✓ Dr.M.S.Ranjithkumar **A Study On Profitability Analysis Of Indian Selected Automobile Industry In India** International Journal for Research in Engineering Application & Management (IJREAM) ISSN:2454-9150 Vol-04, Issue-07, Oct 2018
- ✓ Dr.M.S.Ranjithkumar **A Study On The Impact Of Capital Structure On Manufacturing Unit Academia: An International Multidisciplinary Research Journal Double Blind Refereed & Reviewed International Journal** ISSN:2249-7137 Vol.8 Issue 10, October 2018 Impact Factor: SJIF 2017 = 6.049
- ✓ Dr. M.S.Ranjithkumar **Trend in Sales and Profitability Positions of the Select Cement Industries In India** Research Review International Journal of Multidisciplinary ISSN 2455-3085 (Online) UGC Listed Journal Impact Factor 5.214 Sep-2018.

- ✓ Dr.M.S.Ranjithkumar **Financial Inclusion And Its Impact Of Digital Economy** International Journal of Scientific research and Review ISSN:2279-543X Sep 2018 Vol 8 Issue no :11
- ✓ Dr.M.S.Ranjithkumar **A Study on Consumer Level Of Satisfaction Towards Eco-Friendly Products** on International Journal Of research and analytical review ISSN:2348-1269 pISSN:2349-5138 (Volume 5, Issue 4 Oct-December 2018. PP 425-427. Cosmos Impact factor 4.236
- ✓ Dr. M.S.Ranjithkumar **Promoting And Innovating In Women Entrepreneurship With Special Reference To Coimbatore City** on International Journal Of Research And Analytical Reviews (IJRAR) E ISSN 2348 1269, P-ISSN 2349 5138, Vol 6, Issue 1 March 2019

National:

- ✓ Dr.M.S.Ranjithkumar **Job Satisfaction Of Employees In A Retail Firm Determinants With Reference To Herzberg's Two Factor Theory**, Journal of Commerce and Management Research, Vol.No.1, Issue-I, JUNE 2011, PP.54-68. ISSN-2249-0442.
 - ✓ Dr. M.S.Ranjithkumar **India Lives In Its Villages**, Role of Banking in Rural Economic Development, ISBN Edited Book, 23rd September 2011. PP.342-347. ISBN-978-81-920808-2-6 .
 - ✓ Dr.M.S.Ranjithkumar **A Study On Customers' Brand Loyalty And Satisfaction of Maruti Car At Erode District** Paripex-Indian Journal Of Research Volume 2, Issue 10, Pp.17-22, Issn 2250-1991. Oct 2013.
- ✓ Dr.M.S.Ranjithkumar **A Study on Customer Attitude of Brand Equity And Socio Economic Imbalances Of Two Wheeler User In Coimbatore District**. Indian journal of applied research, volume:4, issue :3 pp:67 to 69. ISSN-2249-555X impact factor:0.8215-March 2014.
- ✓ Dr.M.S.Ranjithkumar **A Study on The Level of Attitude of Employees on Factors Contributing to Training Programme, Promotion and Job Rotation In Private Sector Banks** Global journal for research analysis, volume:3, issue:7, pp:34-36 ISSN no:2277-8160, impact factor:1.5408- July 2014.
 - ✓ Dr.M.S.Ranjithkumar **A Study on Empirical Study on Job Satisfaction Of Employees In Retail Firm (With Special Reference to Coimbatore)** Global Journal Research Analysis volume :3 , issue :7, pp:34-36 ISSN no :2277-8160, impact factor:1.5408-July 2014.

- ✓ Dr.M.S.Ranjithkumar **Empirical Study on Consumer Satisfaction Towards Pasteurized Milk (With Special Reference to Dindugal District, Tamil Nadu)** – paripex- Indian journal research: volume :3, issue ;7pp:29 to 3,1 ISSNno:2250-1991, impact factor:1.6714-july2014.
- ✓ Dr.M.S.Ranjithkumar **A Study on Arts College Students Satisfaction About Online Programs With Special Reference to Coimbatore** Indian journal of applied research volume:4/issue:8/ pp:61-63, ISSN-2249-555x, if0.8215 august2014.
- ✓ Dr.M.S.Ranjithkumar **Banking Problems in Rural Area** published in conference proceedings of Problems and prospects of rural banking and its impact on empowerment of rural households.” ISBN edited book 978-81-920808-6-4 18th December 2014.
- ✓ Dr. M.S.Ranjithkumar **Rural Development Through Agri entrepreneurship** in conference proceedings of Role of Agri Business In Sustainable Rural Entrepreneurship Development ISBN edited book 978-81-920808-7-1 20th August 2015.
- ✓ Dr. M.S.Ranjithkumar **Impact of Dividend Policy on Shareholders Value** in conference proceeding “corporate governance and dividend policy in India, organized by the PG & Research Department of Commerce, Gobi Arts & Science College. Published in edited ISBN Book-978-81-910200-9-0, on 25th & 26th September, 2015
- ✓ Dr.M.S.Ranjithkumar **Market Research on Factors Affecting Customer Satisfaction In Retail Banking** Jamal Academic Research Journal: An Interdisciplinary ISSN:0973-0303 Vol.No.IX, Jan 2017
- ✓ Dr.M.S.Ranjithkumar **Corporate Social Responsibility In The Indian Banking Industry With Special Reference To State Bank Of India** Jamal Academic Research Journal: An Interdisciplinary ISSN:0973-0303 Vol.No.IX, Jan 2017
- ✓ Dr. M.S.Ranjithkumar **E- Governance – Reforming Government Through Technology : A Digital India Initiative** Journal of Management and Science ISSN:2249-1260 | e-ISSN:2250-1819 | Impact Factor:0.654 | Quality Factor:1:30 | Vol.1 | Feb 2017
- ✓ Dr.M.S.Ranjithkumar **MSME and Implementation of Goods and Service Tax (GST)** Journal Of Management and Science ISSN:2249-1260 | e-ISSN:2250-1819 | Impact Factor:0.654 | Quality Factor:1:30 | Special Issue No.1 | SEP 2017

- ✓ Dr.M.S.Ranjithkumar **Positive Growth In Banking Business By Private Sector Bank In Semi Urban Areas With Special Reference To ICICI Bank** National Journal of Multidisciplinary Research And Development ISSN:2455-9040(Volume3, Issue 2 May 2018. PP22-25. Impact factor of RJIF 5.22
- ✓ Dr.M.S.Ranjithkumar **A Study on Job Satisfaction Of Health Care Employees Of Coimbatore (With Reference To Herzberg's Two Factor Theory)** on The research journal of social sciences ISSN0025-1348 (P), 2456-1356 (O) UGC APPROVED February 2019 volume 10 Number 2
- ✓ Dr.M.S.Ranjithkumar **Perception Of Farmers Towards Cultivation And Marketing of Vegetables in Nilgiris District** on Journal of Emerging Technologies and Innovative Research (JETIR) (ISSN-2349-5162) February 2019, Volume 6, Issue 2

Published a Paper entitled **“Perception of farmers towards cultivation and marketing of Vegetables in Nilgiris district”** on Journal of Emerging Technologies and Innovative Research (JETIR) (ISSN-2349-5162) February 2019, Volume 6, Issue 2

Published a Paper entitled **“Impact Of Capital Structure On Firm's Profitability: A Study On selected Cement Manufacturing Companies Listed In NSE”** SAMBODHI (UGC Care Journal) ISSN: 2249-6661, Vol-44 No.-01 (III) January-March (2021)

Published a Paper entitled **“A Study On Economic Value Added Analysis Of Indian Selected Automobile Industry In India”** AEGAEUM JOURNAL UGC-CARE Approved (Group-II) Multidisciplinary National level ISSN: 0776-3808 Volume 9, Issue 2, 2021 ISSN: 0776-3808 <http://aegaeum.com/> Page No:171 (<http://aegaeum.com/gallery/19-agm.j-feb-4590.pdf>)

Published an article entitled **“Status Of Agricultural Production In India With Special Reference To Horticulture”** published in Journal Of Education: Rabindra Bharati University (UGC Care Journal) ISSN: 0972-7175 VOL:XXIII, NO. :7(I), 2021-08-12.

Published a Paper entitled **“A Study On Customers Preference And Influencing Factors Towards Economic-Friendly Products”** published in AEGAEUM JOURNAL, VOL 9, ISSUE 4, 2021. ISSN 0776-3808 (UGC Care Journal) (priya)

Published an article entitled **“Determinants Of Production And Marketing Of Vegetables With Reference To Nilgiris District”**, published in Kalyan Bharati (UGC Care Journal) VOL-36, NO.7(III):2021. ISSN: 0976-0822. (deepha)

Published an article entitled “**A Study On Liquidity And Profitability Analysis Of Automobile Companies In India**” published in STRAD RESEARCH, VOLUME 8, ISSUE 8, AUGUST – 2021. An UGC-CARE Approved Group - 2 Journal ISSN: 0039-2049,

Book Publications

- ✓ **Banking and Insurance Principles** , Dr.S.Ramkumar, Dr.M.S.Ranjithkumar&Dr.K.Sundaresh, 1stEdition, charulathapublications, chennai, January 2019 ISBN:978-93-88335-55-3
- ✓ **International Trade**, Dr.P.NRaghunathan., Dr.A.Jaganathan&Dr.M.S.Ranjithkumar, 1st Edition, Karangal Publications, chennai, March 2020 ISBN:978-81-938602-6-7
- ✓ **Role of Banking Sector in Rural Economic Development** Volume-1, September 2011, ISBN-978-81-920808-1-9
- ✓ **Role of Banking Sector in Rural Economic Development** Volume-2, September 2011, ISBN-978-81-920808-2-6

Presentations in Conference

- ✓ **Gap Analysis** International Level Seminar on Galloping of Indian Services towards Global Standards held at Muthayammal Engineering College, Rasipuram, on 2-Nov-2006.
- ✓ **Motivation And Moral is a Challenging Role of HR in Recent Global Work Place** International Seminar on Recent Trends in Global Business Order “Impact in Asia” held at Vivekanandha Institute in Information and Management Studies Namakkal, on 30th and 31st-Jan-2009
- ✓ **MSME and Implementation of Goods and Service Tax (GST)** in the National level conference on ‘Impact of Goods and Service Tax (GST) Organized by Post Graduate and Research Department of Commerce With Commerce Computer Applications, Dr.N.G.P.Arts and Science College (Autonomous), Coimbatore on 27-Sep-2017.
- ✓ **Impact of Cashless Economy for Digital India** in the National level conference on ‘Impact of Digital Economy in India Organized by the Department of Commerce & Commerce (CA) Bharathidasan college of Arts and science college Erode-16 on 12-Sep-2018
- ✓ **Emerging Trends in Indian Business Models** in the National level seminar on ‘Indian Business Environment: Past Reforms And Challenges Ahead Organized by the Department of Commerce & Commerce (CA) Nanda Arts and science college erode 52 on 15-Feb-2019
- ✓ **Opportunities for Women Entrepreneurs**-National Conference at VET Institute of Arts and Science, Erode on 24-Jan-2020.

- ✓ **Human Resource Analytics for Business (Best Paper)** in the National Conference on Business Innovation and Sustainability - Building the organisations for the Future Organized by the Department of Commerce on 7-Feb-2020.
- ✓ **Green Entrepreneurship** in the International Conference on E-Startup: Challenges And Opportunities" Organized by School of Commerce, Rathinam College of Arts and Science, AIC RAISE Coimbatore and Indian entrepreneurship club in Mumbai on 25-Feb-2020

Participation in Conference

- ✓ Threshold Challenges of Corporates in The Emerging Environment" organized by Sri Jayendra Saraswathy Maha Vidyalaya College of Arts and Science and the Institute of Company Secretaries of India held 23-Sep-2002.
- ✓ Emerging Issues in Human Resources Accounting organized by Gobi Arts and Science College held on 23-mar-2004.
- ✓ Indian Financial Markets Under Reforms organized by Gobi Arts and Science College, and University Grants Commission, on 10th and 11-Sep-2004 presented a paper titled mutual funds in Indian financial markets.
- ✓ Financial Re-Engineering - Strategies and Regulations held at Dr. N.G.P. Arts and Science College, Coimbatore on 28-Jan-2010 presented a paper titled Financial Re-Engineering - Strategies and Regulations.
- ✓ Legal and Regulatory frame work for corporate sector held at Dr. N.G.P. Arts and Science College, Coimbatore on 17-Feb-2010
- ✓ Issues in Higher Education organized by Association of Principals of Colleges Bharathiar University and University Grants Commission and Bharathiar University - Academic Staff College held on 29-Oct-2010.
- ✓ Challenges and Issues in Services Marketing held at SNR Institute of Management Science, SNR Sons College, Coimbatore, on 17-Mar-2011 presented a paper titled service marketing an over view .
- ✓ Achieving Academic Excellence through Internal Quality Assurance Cell (IQAC) held at Dr. N.G.P. Arts and Science College, Coimbatore on 9th and 10th-Dec-2011

International:

- ✓ Conformance on Galloping of Indian Services towards Global Standards held at Muthayammal Engineering College, Rasipuram, on 2-Nov-2006 presented a paper titled Gap Analysis.

✓ Conformance on Recent Trends in Global Business Order Impact in Asia held at Vivekanandha Institu

tein Information and Management Studies Namakkal, on 30th and 31-Jan-2009 presented a paper entitled Motivation and Moralis a Challenging Role of HR in Recent Global Work Place.

Participation in Seminars

- ✓
- ✓ Role of Autonomy and Quality Assurance in Higher Education: Issues, Achievements And Challenges Excellence Through Internal Quality Assurance Cell (IQAC) held at Gobi Arts and Science College, Gobion 1st and 2-Feb-2013.
- ✓ Role of Banking Sector in Rural Economic Development held at Dr. N.G.P. Arts and Science College, Coimbatore on 23-Sep-2011 presented a paper and published in Edited ISBN Book paper entitled India Lives
- ✓ Recent Trends in Banking Held at Tamil Nadu College of Engineering, Coimbatore on 2-Apr-2008 presented a paper titled Impact of LPG on Indian insurance sector.

Participation in Workshop

- ✓ Alpha & Omega of Research, organized by Sri Vasavi Arts and Science College, Erode held on 22-Oct-2003.
- ✓ Environmental Issues & Management organized by Gobi Arts and Science College held on 2-Sep-2004.
- ✓ Role of Banks in Entrepreneurial Development held at Dr. N.G.P. Arts and Science College, Coimbatore on 31-Jan-2005.
- ✓ Motivation, Counseling and Commitment in Teaching Profession held at Dr. N.G.P. College of education on 10-Jun-2006.
 - ✓ Ethics and Corporate Social Responsibility, PG and Research Department of Commerce and Department of e-Commerce, Kongunadu Arts and Science College, Coimbatore on 7-Sep-2011

Participation in Online Webinar

- ✓ Conquering the invisible Enemy: Strategies for Co-operatives in the Pandemic World, Organized by Department of Co-operation, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 22-May-2020.

Participation in Faculty Development Programme

- ✓ The Procedure For Assessment and Accreditation held on 17-Feb-2005, Dr. N.G.P. Arts and Science College, Coimbatore.
- ✓ Teaching Learning: A New Paradigm, Dr. N.G.P. Institute of Technology Coimbatore, on 25-Jun-2016.
- ✓ Teacher Student Relationship: Psychological Dimensions And Competency Mapping For

Teaching Professionals, Dr. N.G.P. Arts and Science College, Coimbatore, on 02-Jul-2016

- ✓ Moral Values in Teaching & Attitude, Dr. N.G.P. Arts and Science College, Coimbatore, on 16-Jul-2016
- ✓ Innovative and best practices for arts and science college teachers, Dr. N.G.P. Arts and Science College, Coimbatore, on 31-Oct-2016
- ✓ Research and higher education, Dr. N.G.P. Arts and Science College, Coimbatore, on 1-Nov-2016
- ✓ Resilience and Happy Living, Dr. N.G.P. Arts and Science College, Coimbatore, on 2-Nov-2016
- ✓ Innovative Practices in Autonomy; Documentation For Assessment, Dr. N.G.P. Arts and Science College, Coimbatore, on 3-Nov-2016
- ✓ Total Quality Teacher, Dr. N.G.P. Arts and Science College, Coimbatore, on 4-Nov-2016
- ✓ Performance Dimensions for Teachers, Dr. N.G.P. Arts and Science College, Coimbatore, on 5-Nov-2016
- ✓ Intellectual Property Rights and Innovation, Dr. N.G.P. Arts and Science College, Coimbatore, on 28-Oct-2017
- ✓ Scientific Writing and IPR, Dr. N.G.P. Arts and Science College, Coimbatore, on 03-Jan-2018
- ✓ Examination Reform towards OBE, Dr. N.G.P. Arts and Science College, Coimbatore, on 19-Jan-2018
- ✓ Quality Measures in Higher Education, Dr. N.G.P. Arts and Science College, Coimbatore, on 03-Dec-2018
- ✓ NAAC–Revised Accreditation Framework and OBE Assessment methodology, Dr. N.G.P. Arts and Science College, Coimbatore on May 27–June 02, 2019.
- ✓ Corporate Social Responsibility, NPTEL-AICTE Funded By Ministry of MHRD Govt. of India
Jul-Sep-2019

R Programming, Sri Krishna Arts and Science College, Coimbatore, 19-Apr-20 to 24-Apr-20

FDP on Research Methodology and pedagogy for Tertiary Education Dr. N.G.P. Arts and Science College Coimbatore 15-Jun-21 to 21-Jun-21

- ✓ 10 days training on trainer training on INFOSYS PROJECT GENESIS at Infosys Campus Mysore On Jun 3rd 2013 Till 12th 2013

Conference/Seminar /Workshop Organized

- ✓ Acted as Organizing Committee Member in a National Level Seminar on "Challenges and opportunities in banking and insurance sector" held at Dr. N.G.P. Arts and Science College, Coimbatore on 30-Sep-2006.
- ✓ Acted Organizing Committee Member in a National Level Seminar on "Role of Banking sector in Rural Economic Development" held at Dr. N.G.P. Arts and Science College, Coimbatore on 23-Sep-2011.
- ✓ Acted as Organizing secretary in a National Conference on "Opportunities And Challenges Of Business In The Digitalized Era" (Cocbd 2018) held at Dr. N.G.P. Arts and Science College, Coimbatore on 28&29-Sep-2018.
- ✓ Acted as Organizing secretary in a National Conference on "modern business Opportunities And Challenges" (CMBOC 2020) held at Dr. N.G.P. Arts and Science College, Coimbatore on 27-Feb-2020

Invited Speaker/Session Chair/Member Organizing Committee-Conference/Seminar/ Workshop

- ✓ Session chair/chair person on National Conformance On Impact On Trade War On Indian Economy Dr. N.G.P. Arts and Science College, Coimbatore on 25-Feb-2020
- ✓ Session chair/chair person on National Conformance On Implications of fintech in Indian economy Dr. N.G.P. Arts and Science College, Coimbatore on 04-Mar-2020
- ✓ Session chair/chair person on National Conformance On Contemporary Perspectives and Development In Humanities And Management Dr. N.G.P. Arts and Science College, Coimbatore on 11-Mar-2020

Member in BoS

- Special invite, Board of commerce, Gobi Arts And Science College , Gobichettipalayam, 2017

- Subject expert, Board of Commerce Business Analytics Sri G.V.G Visalakshi College For Women, Udumalpet, 2021 onwards

Editorial/Review Board Member

- ✓ Acted as Editorial Board Member for an ISBN Edited Book on "Role of Banking sector in Rural Economic Development". VOLUME I & II

Awards/Honors

Awards/Honors	Agency /Institute	Year of Award
Smart deployment award	Google apps	2015
Best Research Paper Reviewer Award	DR.NGPASC Nalla Gounder Research & Innovative Awards	2019-2020