



Name : Dr. P.KANAGARAJ
Designation : Assistant Professor
Department : Commerce with Business Analytics
Qualification : M.Com., M.B.A., M.Phil., Ph.D.
Experience : Teaching: 12.10 Years Industry: 1 Year
Area of Specialization(s) : Finance & Marketing
Email (Official ID) : kanagaraj.p@drngpasc.ac.in

Academic Qualifications

Degree	Branch	Institution/ University Name	Year of Graduation
Ph. D.	Commerce	RVS College of Arts and Science, Coimbatore	2024
M.B.A	Management	Bharathiar University, Coimbatore	2010
M. Phil.	Commerce	PSG College of Arts and Science, Coimbatore	2010
M. Com.	Commerce	RVS College of Arts and Science, Coimbatore	2009
B. C. S.	Corporate Secretaryship	PSG College of Arts and Science, Coimbatore	2007

Research Publications (Indexed)

Scopus

- Mr. P. Kanagaraj, **THE IMPACT OF DIGITAL PAYMENTS ON CONSUMER SPENDING HABITS**, Tuijin Jishu/Journal of Propulsion Technology, Volume: 44, Issue: 4, December 2023, ISSN: 1001-4055.
- Mr. P. Kanagaraj, **A CONCENTRATE ON CUSTOMER'S INSIGHT TOWARDS DIGITAL PAYMENT SYSTEM WITH SPECIAL REFERENCE TO COIMBATORE CITY**, Tuijin Jishu/Journal of Propulsion Technology, Volume: 44, Issue: 5, December 2023, ISSN: 1001-4055

International:

- Mr. P. Kanagaraj, **A STUDY ON FINANCIAL PERFORMANCE OF INDIAN TOBACCO CORPORATION LIMITED**, EPRA International Journal of Multidisciplinary Research (IJMR), Volume: 7, Issue: 8, August 2021, ISSN (Online): 2455-3662
- Mr. P. Kanagaraj, **A STUDY ON FINANCIAL PERFORMANCE OF AXIS BANK**, EPRA International Journal of Multidisciplinary Research (IJMR), Volume: 7, Issue: 8, August 2021, ISSN (Online): 2455-3662
- Mr. P. Kanagaraj, **A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF HCL TECHNOLOGIES LTD**, EPRA International Journal of Multidisciplinary Research (IJMR), Volume: 7, Issue: 8, August 2021, ISSN (Online): 2455-3662

- Mr. P. Kanagaraj, **A STUDY ON FINANCIAL PERFORMANCE OF TATA MOTORS**, EPRA International Journal of Multidisciplinary Research (IJMR), Volume: 7, Issue: 8, August 2021, ISSN (Online): 2455-3662
- Mr. P. Kanagaraj, **A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE PORTABILITY**, EPRA International Journal of Environmental Economics, Commerce and Educational Management, Volume: 8, Issue: 8, August 2021, ISSN: 2348 – 814X
- Mr. P. Kanagaraj, **A STUDY ON FINANCIAL PERFORMANCE OF BATA INDIA LIMITED**, EPRA International Journal of Multidisciplinary Research (IJMR), Volume: 7, Issue: 8, August 2021, ISSN (Online): 2455-3662
- Mr. P. Kanagaraj, **A STUDY ON FINANCIAL PERFORMANCE OF SBI BANK**, EPRA International Journal of Multidisciplinary Research (IJMR), Volume: 7, Issue: 8, August 2021, ISSN (Online): 2455-3662
- Mr. P. Kanagaraj, **A STUDY ON FINANCIAL PERFORMANCE OF HDFC BANK**, EPRA International Journal of Multidisciplinary Research (IJMR), Volume: 7, Issue: 8, August 2021, ISSN (Online): 2455-3662
- Mr. P. Kanagaraj, **A STUDY ON FINANCIAL PERFORMANCE OF ADITYA BIRLA GROUP**, EPRA International Journal of Multidisciplinary Research (IJMR), Volume: 7, Issue: 7, July 2021, ISSN (Online): 2455-3662
- Mr. P. Kanagaraj, **A STUDY ON FINANCIAL PERFORMANCE OF INFOSYS LTD**, EPRA International Journal of Multidisciplinary Research (IJMR), Volume: 7, Issue: 7, July 2021, ISSN (Online): 2455-3662
- Mr. P. Kanagaraj, **A STUDY ON FINANCIAL PERFORMANCE OF WIPRO LIMITED**, EPRA International Journal of Multidisciplinary Research (IJMR), Volume: 7, Issue: 7, July 2021, ISSN (Online): 2455-3662
- Mr. P. Kanagaraj, **A STUDY ON FINANCIAL PERFORMANCE OF INDIAN OIL CORPORATION LIMITED**, EPRA International Journal of Multidisciplinary Research (IJMR), Volume: 7, Issue: 7, July 2021, ISSN (Online): 2455-3662
- Mr. P. Kanagaraj, **A STUDY ON CUSTOMER SATISFACTION TOWARDS NOKIA ANDROID MOBILE WITH SPECIAL REFERENCE TO COIMBATORE CITY**, IJSART, Volume 6, Issue 12, December 2020, ISSN [ONLINE]: 2395-1052
- Mr. P. Kanagaraj, **A STUDY ON CONSUMERS SATISFACTION LEVEL TOWARDS YAMAHA MOTORS WITH SPECIAL REFERENCE TO YAMAHA R15**, EPRA International Journal of Research and Development (IJRD), Volume: 5, Issue: 12, December 2020, ISSN: 2455-7838(Online)
- Mr. P. Kanagaraj, **A STUDY ON PASSENGERS PERCEPTION TOWARDS THE AIRLINE INDUSTRIES WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Research and Development (IJRD), Volume: 5, Issue: 11, November 2020, ISSN: 2455-7838(Online).

- Mr. P. Kanagaraj, **A STUDY ON CUSTOMER SATISFACTION ON ICICI BANK WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Research and Development (IJRD), Volume: 5, Issue: 11, November 2020, ISSN: 2455-7838(Online).
- Mr. P. Kanagaraj, , **A STUDY ON SERVICE QUALITY PROVIDED BY BSNL MOBILESERVICE WITH SPECIAL REFERENCE TO COIMBATORE CITY**, IJSART, Volume 6, Issue 11, NOVEMBER 2020, ISSN [ONLINE]: 2395-1052
- Mr. P. Kanagaraj, **A STUDY ON THE CUSTOMER'S ATTITUDE TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO MOBILE APPS IN COIMBATORE CITY**, IJSART, Volume 6, Issue 11, NOVEMBER 2020, ISSN [ONLINE]: 2395-1052
- Mr. P. Kanagaraj, **A STUDY ON SAVINGS AND INVESTEMENT HABITS OF RURAL PEOPLE (WITH SPECIAL REFERENCE TO PALLADAM TALUK)**, IJSART, Volume 6, Issue 11, NOVEMBER 2020, ISSN [ONLINE]: 2395-1052
- Mr. P. Kanagaraj, **A COMPARATIVE STUDY ON CONSUMER SATISFACTION TOWARDS FRESH FOODS AND PACKED FOODS WITH SPECIAL REFERENCE TO TIRUPUR CITY**, EPRA International Journal of Research and Development (IJRD), Volume: 5, Issue: 11, November 2020, ISSN: 2455-7838(Online).
- Mr. P. Kanagaraj, **A STUDY ON CUSTOMERS SATISFACTION TOWARDS HIMALAYA PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**, EPRA International Journal of Research and Development (IJRD), Volume: 5, Issue: 11, November 2020, ISSN: 2455-7838(Online)
- Mr. P. Kanagaraj, **A STUDY ON FINANCIAL PERFORMANCE OF MAHINDRA AND MAHINDRA COMPANY**, EPRA International Journal of Research and Development (IJRD), Volume: 5, Issue: 11, November 2020, ISSN: 2455-7838(Online)
- Mr. P. Kanagaraj, **A STUDY ON INVESTMENT PATTERN TOWARDS SALARIED EMPLOYEES IN COIMBATORE CITY**, EPRA International Journal of Research and Development (IJRD), Volume: 5, Issue: 11, November 2020, ISSN: 2455-7838(Online)
- Mr. P. Kanagaraj, **A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE PHONE IN COIMBATORE CITY**, EPRA International Journal of Research and Development (IJRD), Volume: 5, Issue: 11, November 2020, ISSN: 2455-7838(Online)
- Mr. P. Kanagaraj, **A STUDY ON IMPACT OF DIGITAL MARKETING WITH SPECIAL REFERENCE TO COIMBATORE CITY**, IJSART, Volume 6, Issue 11, November 2020, ISSN [ONLINE]: 2395-1052
- Dr.G.Bhoopathy, & Kanagaraj, P. (2020). **CUSTOMERS' SATISFACTION TOWARDS HDFC BANKING SERVICES: A STUDY IN COIMBATORE CITY**. Our Heritage, 68(30), 2364-2372.
- Ms. Bugade Laxmi Arvind, Mr. S.Muruganantham, Mr. P.Kanagaraj, **DIGITAL INDIA: IMPACT ON INDIAN ECONOMY**, International Journal for Science and Advance

Research in Technology, Vol. 5 , Issue 1, pp. 24-27, Jan - 2019 (Academia.edu, Google Scholar,ISSUU, Cite Factor, Indian science.in, SCRIBD, Academic Resource Index etc.,)

- Ms. N.Ramya, Mr. P.Kanagaraj, Ms. P.Dhanya, Ms. J.Aswini,**AN OVERVIEW OF CROWD FUNDING**, Quest International Multidisciplinary Research Journal, Vol. VI, Issue I, pp 46-49, Jan – Mar-17, ISSN : 2278-4497, (Index Copernicus, Google Scholar, Scientific Indexing Services, Global Impact Factor, Australia, Universal Impact Factor, Directory of Research Journal Indexing, Journal Impact Factor, Canadian Academic Research Society, Canada,)
- Dr. P.Jayasubramanian, Mr.P.Kanagaraj, Mr.J.Madendran, **A STUDY OF CONSUMER SATISFACTION TOWARDS LED TECHNOLOGY WITH REFERENCE TO LED TV COIMBATORE OF TAMIL NADU**, International Journal of Applied Research, Vol.1, Issue10, pp. 866-870, Aug-2015, ISSN : 2394-7500, 2394-5869(On-line),(Index Copernicus International, Poland, Google Scholar.)

National:

- Mr. P.Kanagaraj, Ms. S.Monika, Ms. G. Madhunisha, **EDUCATIONAL SECTOR**, Asia Pacific Journal of Research, (National Conference on Digitalization in Service Sectors TODAY AND TOMORROW) vol. I, Special Issue, pp. 189-192, Sep-17, ISSN: 2320-5504, Online- 2347-4793 (UGC INDEXED)
- Mr. P.Kanagaraj, Ms. A. GokulaPriya, **GOODS AND SERVICE TAX (GST) AND ITS IMPACT**,Journal of Management and Science, Vol. I, Special Issue, pp. 104-111, Sep-17, ISSN:2249-1260 | e-ISSN: 2250-1819, (UGC, Springer,EBSCO)

Other Publications: International / National Journals

- Mr. P.Kanagaraj, Ms. M. Srilekha and Ms. G. Sathiya, **GLOBAL VISION 2020 – ENERGY, ENERGY, ENVIRONMENT AND HEALTH** by Victorious Publishers (India) (Environmental Advisory for Sustainable Trust & St. Ignatius’ College of Education) ISBN : 978-81-924744-1-0
- P.Kanagaraj, Mr. K.S.Sathishkumar, **PRICE HIKE OF COTTON YARN AND ITS IMPACT ON POWER LOOM SECTOR- WITH SPECIAL REFERENCE TO PALLADAM TALUK** by Excellent Publishing House,(Department of Management Studies, Indian Institute of Technology Roorkee, Roorkee – 247 667)ISBN : 978-93-81583-46-3

Consultancy

Nature of Consultancy	Client	Amount	Completion Status
Office Management System	Kishore Textiles, Sulur	-	Completed

Accounting Services	Navaneethan & Associates Coimbatore	Rs.4,000	Completed
---------------------	--	----------	-----------

Presentations in Conference

- **CAPITAL MARKET AND REGULATION**, National level Conference on Legal and Regulatory Framework for Corporate Sector, Department of Corporate Secretary ship, Dr. N.G.P. Arts and Science College, Coimbatore, 17- feb-10.
- **M- COMMERCE**, National Seminar on Emerging Trends in Commerce, Economics and Management -2010, Department of Commerce and Management, Hidusthan College of Arts and Science, Coimbatore.
- **URBAN CO- OPERATIVES IN FINANCIAL SYSTEM**, National level Conference on Proactive and Innovative Attitudes for Co- Operatives in the New Financial System, Department of Co- operation, Tiruppur Kumaran College for Women, 22 - Feb-2010.
- **AGRICULTURE SECTOR**, National Conference ON Role of Foreign Trade in Economic Development, Department of International Business, Dr. N.G.P. Arts and Science College, Coimbatore, 22- Feb-2012.
- **PRICE HIKE OF COTTON YARN AND ITS IMPACT ON POWER LOOM SECTOR- WITH SPECIAL REFERENCE TO PALLADAM TALUK**, National Conference on Emerging Challenges for Sustainable Business, Department of Management Studies, Indian Institute of Technology Roorkee, Roorkee, 1&2-Jun -2012.
- **GLOBAL VISION ON ENERGY**, Two day International Conference on Global Vision – 2020, Environmental Advisory for Sustainable Trust & St. Ignatius’ College of Education Palayamkottai, Tirunelveli, 3&4 -May - 2013.
- **SHARE MARKET MANIPULATION**, National level Conference on Managerial Innovation and Challenges in Globalized Economy, Department of Business Administration, KSR College of Engineering Trichengode, 26- Sep-2014.
- **GREEN BANKING IN INDIA**, National conference on Green Marketing – Emerging opportunities and Challenges, Department of Commerce with Computer Applications and International Business, S.N.R. Sons College, Coimbatore, 10-Feb-2016.
- **GOODS AND SERVICE TAX (GST) AND ITS IMPACT**, One Day National Level Seminar on Impact of Goods and Services Tax (GST), Department of Commerce with Computer Applications, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-2017.

- **EDUCATIONAL SECTOR**, National Conference on Digitalization in Service Sectors TODAY AND TOMORROW, Department of Commerce B P S,(Sponsored by TATA Consultancy Services) Sri Ramakrishna College of Arts and Science , Coimbatore, 27-Sep-2017.
- **CUSTOMER SATISFACTION IN TOWARDS HDFC BANKING SERVICE: A STUDY IN COIMBATORE CITY**, National Level Seminar on Inclusive Banking is Elusive: a Retrospective analysis for Prospective India, Department of Commerce (CA),Nandha Arts and Science College , Erode-22, 7-Feb-2020.

Participation in Conference

International:

- Two day International Conference on Global Vision – 2020, **Environmental Advisory For Sustainable Trust & St. Ignatius'** College of Education Palayamkottai, Tirunelveli, 3&4 -May - 2013.

National:

- National **SYMPOSIUM ON BOOMING STOCK MARKETS IN INDIA**, Department of Commerce, Nirmala College for Women Coimbatore, 6- Mar-2007.
- National level Conference on **LEGAL AND REGULATORY FRAMEWORK FOR CORPORATE SECTOR**, Department of Corporate Secretary ship, Dr. N.G.P. Arts and Science College, Coimbatore, 17- Feb-2010.
- National level Conference on **PROACTIVE AND INNOVATIVE ATTITUDES FOR CO- OPERATIVES IN THE NEW FINANCIAL SYSTEM**, Department of Co-operation, Tirupur Kumaran College for women, 22 - Feb-2010.
- National Conference on **ROLE OF FOREIGN TRADE IN ECONOMIC DEVELOPMENT, DEPARTMENT OF INTERNATIONAL BUSINESS**, Dr. N.G.P. Arts and Science College, Coimbatore, 22- Feb-2012.
- National Conference on **EMERGING CHALLENGES FOR SUSTAINABLE BUSINESS**, Department of Management Studies, Indian Institute of Technology Roorkee, Roorkee, 1 & 2 –Jun -2012.
- National level Conference on **MANAGERIAL INNOVATION AND CHALLENGES IN GLOBALISED ECONOMY**, Department of Business Administration, KSR College of Engineering, Trichengode , 6-Sep-2014.

- National conference on Emerging Educational Models for 21st Century Learner(NCEEM-2015), Association of Principals of Colleges of Bharathiar university& UGC Human Resource Centre, Bharathiar university Coimbatore, 1-Aug-2015.
- National conference on Green Marketing – **EMERGING OPPORTUNITIES AND CHALLENGES**, Department of Commerce with Computer Applications and International Business, S.N.R. Sons College, Coimbatore, 10-Feb-2016.
- National Conference on **DIGITALIZATION IN SERVICE SECTORS TODAY AND TOMORROW**, Department of Commerce B P S, (Sponsored by TATA Consultancy Services) Sri Ramakrishna College of Arts and Science, Coimbatore, 27 – Sep-2017.

Participation in Seminars

- National Seminar on **EMERGING TRENDS IN COMMERCE, ECONOMICS AND MANAGEMENT -2010**, Department of Commerce and Management, Hidusthan College of Arts and Science, Coimbatore.
- National Seminar in the **RISE OF INDIAN BRANDS**, SRM Business School, SRM University, Vadapalani, Chennai, 8&9 – Sep-2011.
- One Day National Level Seminar on **IMPACT OF GOODS AND SERVICES TAX (GST)**, Department of Commerce with Computer Applications, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-2017.

Participation in Workshop

- **INTERNATIONAL WORKSHOP ON IDENTIFICATION OF RESEARCH PROBLEM AND APPLICATION OF STATISTICAL TOOLS IN SOCIAL SCIENCE**, Department of Economics, NGM College, Pollachi, Coimbatore, 27-Jan-2010.
- **SUPPLY CHAIN MANAGEMENT**, PSG Institute of Management, Coimbatore, 5th Aug-2010.
- **BASIC COURSE ON CAPITAL MARKETS**, BSE Institute Limited, Bombay Stock Exchange, Mumbai, 21-May-2012 to 24-May-2012.

- **FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES**, Tata Consultancy Services and Sri Ramakrishna College of Arts and Science, Coimbatore, 5-Jun-2017 – 10-Jun-2017.
- **SCIENCE ACADEMIES' LECTURE WORKSHOP ON HEALTHCARE ANALYTICS**, Department of Management Studies and Indian Academy of Sciences, Indian National Science Academy, The National Academy of Science India , Dr.N.G.P. Institute of Technology, Coimbatore, 26&27-Sep-2017.
- **NATIONAL LEVEL WORKSHOP ON EMERGING PARADIGMS IN COMMERCE AND MANAGEMENT RESEARCH**, Department of Management Studies, Commerce and Commerce with Computer Applications, Poineer College of Arts and Science, Coimbatore, 01-Mar-2019.
- **ONE DAY TRAINING PROGRAMME ON HUMAN RIGHTS AND VALUES**, Department of Commerce with Professional Accounting,(Sponsored by Human Right Commission, New Delhi) Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 22-Feb-2023.
- **A THREE DAY NATIONAL WORKSHOP ON ADVANCED RESEARCH METHODOLOGIES AND ANALYTICAL TOOLS (SPSS, AMOS & R) FOR SOCIAL SCIENCE RESEARCHERS**, Research and Development Cell and Department of Commerce with Professional Accounting,(Sponsored by Indian Council of Social Science Research- Southern Region Centre, New Delhi) Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, 29-Mar-2023 - 31-Mar-2023.

Participation in Faculty Development Programme

- Six Days Faculty Development Program on **FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES** designed and conducted by Tata Consultancy Services, Sri Ramakrishna College of Arts and Science, Coimbatore during 5-Jun -2017 10-June-2017
- Seven Days Faculty Development Program on **QUALITY MEASURES IN HIGHER EDUCATION** organized by the Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 3- Dec-2018 to 9- Dec-2018.
- Seven Days Faculty Development Program on **NAAC REVISED ACCREDITATION FRAMEWORK AND OBE ASSESSMENT METHODOLOGY** organized by the Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 27-May-19 to 02-Jun-2019.

- Seven Days Online Faculty Development Programme on “**RESEARCH METHODOLOGY AND PEDAGOGY FOR TERTIARY EDUCATION**” organized by the Internal Quality Assurance Cell and Center for Faculty Development, Dr. N.G.P. Arts and Science college (Autonomous), Coimbatore during 15-Jun-2021 to 21-Jun-2021.
- Twelve Days Online Faculty Development Programme on “**ENTREPRENEURSHIP DEVELOPMENT**” organized by ATAL Incubation Centre – NIFT-TEA (Sponsored by Department of Science and Technology), NIFT-TEA College of Knitwear Fashion , Tiruppur during 1-Feb-2021 to 13-Feb-2021.

Conference / Seminar / Workshop Organized

- Committee Member, *Indian Council of Social Science Research (ICSSR)* sponsored One Day National Level Seminar on **PROBLEMS AND PROSPECTUS OF RURAL BANKING AND ITS IMPACT ON EMPOWERMENT OF RURAL HOUSEHOLDS** organized by Department of Commerce with Information Technology and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 18-Dec-2014.
- Committee Member, *National Bank for Agriculture and Rural Development (NABARD)* sponsored National Conference on **VENTURE CAPITAL FOR SUSTAINABLE RURAL ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT** organized by Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 18-Feb-2016.
- Committee Member, *Indian Council of Social Science Research (ICSSR)* sponsored National Conference on **FINANCIAL INCLUSION FOR SUSTAINABLE ECONOMIC GROWTH – STRATEGIES AND CHALLENGES** organized by Department of Commerce and Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College, Coimbatore on 8-Sep-2016.
- Committee Member, National Conference on **DISRUPTIONS IN BANKING SECTOR IN CURRENT SCENARIO** organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 28-Feb-2018.
- Committee member , National Conference on **IMPLICATIONS OF FINTECH IN INDIAN ECONOMY** organized by Department of Commerce with Professional Accounting, Department of Commerce and Department of Commerce Finance,Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 04- Mar-2020.

- Committee member , National Conference on **SOCIAL INNOVATIONS AND BUSINESS SUSTAINABILITY** organized by Department of Commerce with Professional Accounting, Department of Commerce, Department of Commerce Finance and Department of Commerce Cost Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 09- Feb-2023.

Editorial / Review Board Member

- Acted as Editorial Board Member, *One Day National Level Seminar on **DISRUPTIONS IN BANKING SECTOR IN CURRENT SCENARIO***, book Published by Department of Commerce Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, and Non-Olympic Times, Coimbatore with ISBN 978-81-935722-5-2.