

**Name:** Mr.N. Chandru

**Designation:** Assistant Professor

**Department:** Commerce

**Qualification:** M.Com. (CA), M.Phil., (Ph.D)

**Experience:** Teaching: 6 Years 7 Months

**Area of Specialization(s):** Marketing

**Email (Official ID):** [chandru@dmgpasc.ac.in](mailto:chandru@dmgpasc.ac.in)



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D (Commerce)	Kamban Arts and Science College, Tiruppur	Bharathiar University	Pursuing
M.Phil (Commerce)	Dr.N.G.P.Arts and Science College	Bharathiar University	2016
M.Com.(CA)	Kongu college of Arts and Science Karur	Bharathidasan University	2013
B.Com.(CA)	Kongu college of Arts and Science Karur	Bharathidasan University	2011

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Certificate	Strategic planning	Infosys springboard	2022
Online Certificate	Financial statements	Infosys springboard	2022
Online Certificate	Time management	Infosys springboard	2022
Online Certificate	Creative thinking	Infosys springboard	2022
Online Certificate	Leadership and Emotional	Coursera	2020
Online Certificate	Business Analytics for Decision Making	Coursera	2020
Online Certificate	Front Accounting-2.4.7	Spoken tutorial, IIT Bombay	2020
Online Certificate	Online Advertising	Open to study	2018
Online Certificate	Financial Literacy	Open to study	2018

## Research Publications (Indexed)

### *INTERNATIONAL*

- N Chandru, R J Rithika “MEASURES THE EFFECTIVENESS OF ONLINE SHOPPING WITH REFERENCE TO COIMBATORE CITY” International journal of research and analytical review, Volume-9, Issue-6, July 2022, PRINT ISSN No. 2349-5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, K Tamilarasan “CUSTOMER PREFERENCE AND SATISFACTION LEVEL TOWARDS THEIR EXPECTATION WITH SPECIAL REFERENCE TO KTM BIKE” International journal of research and analytical review, Volume-9, Issue-6, July 2022, PRINT ISSN No. 2349-5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, S Sanjith Raj “CUSTOMER RESPONSE TOWARDS BRAND EQUALITY AND BRAND EXTENSION ON CONSUMER DURABLES” International journal of research and analytical review, Volume-9, Issue-6, July 2022, PRINT ISSN No. 2349-5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru J Sankar “CONSUMER PREFERENCE OF UTILISATION OF RETAIL STORES IN COIMBATORE CITY” International journal of research and analytical reviews (URAR) Volume-9, Issue-3, July 2022, PRINT ISSN No. 2349 – 5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru T.Manojkumar “A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION TOWARDS VODAFONE IDEA NETWORK WITH SPECIAL REFERENCE TO COIMBATORE” International journal of research and analytical reviews (URAR) Volume-9, Issue-3, July 2022, PRINT ISSN No. 2349 – 5138, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru S Swathi “EMOTIONAL INTELLIGENCE AND BURNOUT SYNDROME OF PRIVATE SCHOOL TEACHERS” International journal for innovative research in multidisciplinary field, Volume-8, Issue-7, July 2022, PRINT ISSN No. 2455 – 0620, (Indexed in UGC, Google scholar, Research gate, Academia edu)
- N Chandru, M R Sriraga “ANALYSIS OF OTT DEVELOPMENT BASED ON USER’S PERCEPTION DURING COVID 19 LOCKDOWN” International Journal of Creative Research Thoughts (IJCRT) June 2022 ISSN: 2320-2882 (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru, S Padmapriya “LIQUIDITY AND PROFITABILITY ANALYSIS OF SELECT AUTOMOBILE INDUSTRY” Journal of Emerging Technologies and Innovative Research (JETIR) Volume-9, Issue-6, June 2022, PRINT ISSN No. 2349 –5162, (Indexed in UGC, Google scholar, Research gate, Academia edu).

- N Chandru , S.Kavinkrishna “CONSUMER AWARENESS AND SATISFACTION TOWARDS ONLINE SHOPPING IN COIMBATORE CITY” International journal of research and analytical reviews, Volume-9, Issue-6, June 2022, PRINT ISSN No. 2349 – 5162, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru S.V Charubala “MARKETING MIX STRATEGIES OF RELIANCE JIO 4G NETWORK” International journal of creative research thoughts (IJCRT), Volume-10, Issue-7, July 2022, PRINT ISSN No. 2320 – 2882, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru , S.Nandha kishore “PATIENTS SATISFACTION LEVEL OF SPECIALITY SERVICES OFFERED BY KOVAI MEDICAL CENTER HOSPITAL” International journal of creative research thoughts ,Volume-9, Issue-6, June 2022, PRINT ISSN No. 2349 – 5162, (Indexed in UGC, Google scholar, Research gate, Academia edu).
- N Chandru , B.Nishanth “A STUDY ON ADOPTION OF DIGITAL MARKETING TECHNIQUES WITH SPECIAL REFERENCE TO COIMBATORE CITY” International journal of creative research thoughts ,Volume-9, Issue-6, June 2021, PRINT ISSN No. 2349 – 5162, (Indexed in UGC, Google scholar, Research gate, Academia Edu).
- M.Banurekha, C.Karthick, N.Chandru, M.A.Prasad and M.R.Chandrasekar “A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS SELECTIVE DURABLE GOODS IN COIMBATORE CITY (Dr NGPASC 2019-20 COM031)”, Journal of Emerging technologies and innovative research, Volume-7 , Issue-2 , PP.332-343, February - 2020 , PRINT ISSN No. 2349 – 5162,( Indexed in UGC, Google scholar, Research gate, Academia edu).
- M.Banurekha, N.Chandru, M.A.Prasad, M.R.Chandrasekar and M.DhenuPreethi “A STUDY ON RURAL WOMEN EMPOWERMENT THROUGH SELF HELP GROUP WITH SPECIAL REFERENCE TO COIMBATORE CITY”, International Journal of Research and Analytical Reviews, Volume 6, Issue 2, June- 2019, PP.946-948, P- ISSN:2349-5138, E-ISSN 2348-1269, DOI-<http://doi.org/10.1729/Journal.22902> (Indexed in UGC, Google scholar, Research gate, Academia edu).
- P.Jayasubramanian and N.Chandru “A STUDY ON CUSTOMER SATISFACTION OF UZHAVAR SANDHAI WITH SPECIAL REFERENCE TO COIMBATORE CITY”, International Journal of Multidisciplinary Research and Development, Volume 2 , Issue 11- Part B, PP.03 – 06, April-2015, E-ISSN: 2349 – 4182., (Indexed in Google scholar).
- M.Preethi and N.Chandru “ROLE OF EMOTIONAL INTELLIGENCE IN ACADEMIC PERFORMANCE OF COLLEGE STUDENTS” International Journal of Creative Research Thoughts Volume 9 Issue 4,, April 2021 2021-04-19 ISSN: 2320 – 2882., ( Indexed in UGC, Google scholar, Research gate, Academia edu).

- M.Pooja and N.Chandru ‘IMPACT ON MARKETING THROUGH SOCIAL MEDIA AND BOOKMARKETING WITH SPECIAL REFERENCE TO COIMBATORE CITY’ International Journal of Creative Research Thoughts ,Volume 9 Issue 4 , April 2021-04-27 22:49:33 ISSN: 2320 – 2882., (Indexed in UGC, Google scholar, Research gate, Academia edu).
- Dinesh Muthu. D and N.Chandru “A STUDY ON BUYING BEHAVIOR OF CONSUMER WITH REFERENCE TO COIMBATORE CITY” International Journal of Creative Research Thoughts ,Volume 9 Issue 4, April 2021-04-20 00:34:16 ISSN: 2320–2882., (Indexed in UGC, Google scholar, Research gate, Academia edu).
- R.Greeshma and N.Chandru “IMPACT OF VIRAL MARKETING ON CONSUMERS BUYING BEHAVIOUR TOWARDS COIMBATORE CITY” EPRA International Journal of research and development, Volume 6 Issue 4, 27-April 2021, ISSN: 2455 – 7838., ( Indexed in UGC, Google scholar, Research gate, Academia edu).
- S.Keerthana and N.Chandru” A STUDY ON WORK LIFE BALANCE OF IT EMPLOYEES IN PANDEMIC PERIOD WITH SPECIAL REFERENCE TO COIMBATORE CITY” International Journal of Creative Research Thoughts, Volume 9, Issue 4 April 2021-04-24 ISSN: 2320 – 2882., (Indexed in UGC, Google scholar, Research gate, Academia edu).
- B. Usha and N. Chandru “ANALYSIS OF WORKING CAPITAL MANAGEMENT IN TORRENT PHARMACEUTICAL LIMITED” EPRA International Journal of research and development, Volume 6 Issue 4, 27-April 2021, ISSN: 2455 – 7838., (Indexed in UGC, Google scholar, Research gate, Academia edu)
- G. Suvetha and N. Chandru” A STUDY ON PERCEPTION ANDEXPERIENCE OF MOOCs AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE CITY” International Journal of Creative Research Thoughts, Volume 9, Issue 4 April 2021-04-24 ISSN: 2320 – 2882., ( Indexed in UGC, Google scholar, Research gate, Academia edu)
- K.Vennila and N. Chandru A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF SELECTED ITCOMPANIES (PARTICULARLY INFOSYS LTD, TECH MAHINDRA LTD, 3IINFOTECH LTD, L&T INFOTECH LTD)” International Journal of Creative Research Thoughts, Volume 9 Issue 4 April 2021-04-24 ISSN: 2320 – 2882., ( Indexed in UGC, Google scholar, Research gate, Academia edu)
- S. Rahul and N. Chandru “A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN FLIPKART” International Journal for Science and Advance Research in Technology Volume 7, Issue 4 in April 2021 ISSN:2395-1052., ( Indexed in UGC, Google scholar, Research gate, Academia edu)

- B.Nishanth and N.Chandru “A STUDY ON ADOPTION OF DIGITAL MARKETING TECHNIQUES IN MSME’S WITH SPECIAL REFERENCE TO COIMBATORE CITY” International Journal for Science and Advance Research in Technology Volume7,Issue 4 in April 2021 ISSN:2395-1052.., ( Indexed in UGC, Google scholar, Research gate, Academia edu)
- Shalani.R.K, and N.Chandru “ANALYTICAL COMPARISON OF TRADITIONAL MARKETING TO DIGITAL MARKETING” EPRA International Journal of research and development, Volume 6 Issue 4, 27-April 2021, ISSN: 2455 – 7838., ( Indexed in UGC, Google scholar, Research gate, Academia edu)
- K. Sai Nandhini and N.Chandru “THE STUDY OF FINANCIAL PERFORMANCE OF PRIVATE BANKING SECTOR” International Journal of Creative Research Thoughts, Volume 9 Issue 5, May 2021-05-02 ISSN: 2320 – 2882., ( Indexed in UGC, Google scholar, Research gate, Academia edu)

### ***NATIONAL***

#### **Other Publications: International / National Journals**

R.Sakthiprasath & N.Chandru ,A STUDY ON PROMOTIONAL STRATEGIES AND IMPACT OF RELIANCE JIO 4G-NETWORK WITH SPECIAL REFERENCE TO COIMBATORE, International Journal Of Advanced Research And Innovative Ideas In Education , Volume 3 , Issue 3 ,PP.857-866, ISSN(O):2395-4396.,

#### **Participation in Conference**

### ***NATIONAL***

- IMPACT OF VIRAL MARKETING ON CONSUMER BUYING BEHAVIOUR TOWARS COIMBATORE CITY, Dr N. G. P. Arts and Science college, Coimbatore, 09-Feb-2023.
- FOREIGN DIRECT INVESTMENT, Sankara College of Science and Commerce, Saravanampatty, Coimbatore, 30-Jan-2017.
- INDIA’S OVERSEAS TRADE IN THE EARLY MEDIEVAL PERIOD, Maharani Arts & Science College, Dharapuram, 22-Jan-2015.

#### **Participation in Seminars/Workshop**

- Workshop on OUTCOME BASED EDUCATION HEAD(OBE), Dr.N.G.P.Arts and Science College, Coimbatore in association with IPSR solutions limited, 04-Mar-2023.
- Placement Officers Workshop for Excellence in Recruitment, NSE Academy, Mumbai,03, 17, 21 and 30-Sep-2021.

- UGC SPONSORED NATIONAL LEVEL WORKSHOP ON RESEARCH METHODOLOGY AND QUANTITATIVE TECHNIQUES IN SOCIAL SCIENCE, Veeriya Vandayar Memorial Pushpam College, Thanjavur, 29-Jan-2015 to 30-Jan-2015.
- ART OF GETTING RESEARCH FUNDING AND PUBLISHING RESEARCH PAPER IN SOCIAL SCIENCES, Kongu Engineering College, Erode, 26-Sep-2014.
- THE ART OF PUBLISHING, Bharathidasan University, Tiruchirappalli , 27–Nov-2014.

### **Participation in Orientation Programme / Short Term Courses/Participation in Faculty Development Programme**

- Quality Initiatives in Higher Education, Dr. N.G.P. Arts and Science College, Coimbatore, 03- Dec-2018 to 09-Dec-2018.
- To Promote Innovation IPR, Entrepreneurship and Start-Ups among HEIs, Institutions innovation council (IIC) of MHRD's innovation Cell New Delhi, 28-Apr-2020 to 22-May-2020.
- Quality Measures in Higher Education, Sri Gvg Visalakshi College For Women ,Udumalpet,03- May-2020 to 09-May-2020.
- Emotional Intelligence, KG College Of Arts and Science, Coimbatore, 28-Apr-2020 to 02- May-2020.
- Spoken Tutorial Free Open Source Software (FOSS), Dr. N.G.P. Arts and Science College, Coimbatore,04-May-2020 to 10-May-2020.
- Education and Career Prospects in BPO, Holy Cross College, 04-Oct-2021 to 08-Oct-2021.
- Enhancing Teaching and Creating an Effective Learning Process in the Contemporary Era, Hindustan College of Arts and Science, 22-Sep-2021 to 28-Sep-2021.
- Research Excellence and Academic Development, Sri Ramakrishna College of Arts and Science, 01-Sep-2021 to 08-Sep-2021.
- Digital Teaching Methods in Higher Education Hindustan College of Arts and Science, 23-Aug-2021 to 28-Aug-2021.

### **Conference / Seminar / Workshop Organized**

- Committee member, National conference on social innovation and business sustainability, Dr. N.G.P. Arts and Science College, Coimbatore,09-Feb-2023.
- Committee Member, National Conference on Implications of FINTECH in Indian Economy, Dr.N.G.P. Arts and Science College, Coimbatore,04-Mar-2020.

- Committee Member, National Conference on Human Rights and Values-Promotion and Protection (Sponsored by National Human Rights Commission), Dr. N.G.P. Arts and Science College, Coimbatore,28-Jan-2017.
- Committee Member, National Conference on Financial Inclusion for sustainable Economic Growth; Strategies & Challenges (Sponsored by ICSSR), Dr. N.G.P. Arts and Science College, Coimbatore,08-Sep-2016.

### **Conference proceedings**

N.Chandru, Thamilselvan, Hariprasad, IMPACT OF VIRAL MARKETING ON CONSUMER BUYING BEHAVIOUR TOWARDS COIMBATORE CITY, Dr. N.G.P. Arts and Science College, Coimbatore, 09-Feb-2023

### **Consultancy**

A session on BUDGET for first year MBA students (2022-24 batch) on 12.12.22 as a free consultancy

### **Membership in Professional Bodies**

<b>Name of the Professional Body</b>	<b>Nature of membership</b>	<b>Duration</b>
Indian Accounting Association	Life Membership	Life Time

