

Name : Dr.M.R.Chandrasekar

Designation : Assistant Professor

Department : COMMERCE

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

Experience : Teaching: 11 .3 Years

Area of Specialization(s) : Marketing and Management

Email (Official ID) : chandrasekar@drngpasc.ac.in



AcademicQualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	April 2022
PGDCA	Computer Application	Bharathiar University	2011
M.Phil.	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2010
MBA	Management	Bharathiar University	2009
M.Com	Commerce	Kongu Nadu Arts and Science College, Coimbatore	2007
B.Com	Commerce	Government Arts College, Ooty	2005

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Other Publications: International / NationalJournals

- M.R.Chandrasekar, A Study on Rural Women Empowerment Through Self Help Group with Special Reference Coimbatore City, International Journal of Research and Analytical Reviews, Vol. 6, 5.75ImpactFactor,June2019,E-ISSN2348-1269, P-ISSN2349-5138
- Dr. B. Thangaraj and M.R. Chandrasekar, Patients Satisfaction towards Services rendered by the Select Multispecialty Hospitals in Coimbatore, International Journal of Multidisciplinary Educational Research,Vol.8,Issue9(6),6.014Impact Factor,ISSN2277-7881,Sept.2019
- M.R. Chandrasekar, Patients Perception towards Service Quality of Private Hospitals in Coimbatore District, International Journal of Multidisciplinary Research and Development, Vol 3, 2016 P-ISSN 2349-5979.
- M.R. Chandrasekar, Patients perception towards of Government Hospitals an Empirical Study in Nilgiris District, Global Journal of Medical Research (INCUSA), Volume 15, 5.75 Impact Factor,2015,ISSN2249-4618,P-ISSN0975-5888

- Dr. B. Thangaraj and M.R. Chandrasekar, Service Quality Perception and overall Satisfaction of Inpatients' of Select Multi – Speciality Hospitals in Coimbatore, Journal of Interdisciplinary Cycle, Volume XIII, Issue 1, January 2021, Pp No: 1142, ISSN No: 0022–1945.
- Dr. B. Thangaraj and M.R. Chandrasekar, Patients Satisfaction Towards Services Rendered by the Select Multi - Speciality Hospitals in Coimbatore, International Journal of Multidisciplinary Educational Research, Volume 8, Issue 9(6), September 2019, Impact Factor - 6.014, ISSN No: 2277-1881.
- Dr. B. Thangaraj and M.R. Chandrasekar, Patients' Perception Towards Quality of Service of Top 5 Multi – Speciality Hospitals in Coimbatore “Ilkogretim Online – Elementary Education Online, (Scopus Indexed /UGC Care, Online Multi disciplinary Journal), “ilkogretim-online.org” Vol 20, Issue 5. Pp 869-875, May 2021, ISSN No: 1305-3515.
- M.R. Chandrasekar, Sathya. M. A study on customer preference and satisfaction Towards Soft Drinks special reference with Coco Cola in Tirupur City, EPRA International Journal of Research and Development IJRD, May, 2021, paper indexed, 202105 -02-007009, ISSN No: 2455-7838.
- M.R. Chandrasekar, Yamuna. T. A study on customer preference and satisfaction Towards Himalaya products Special Reference with Tirupur District, impact Factor (SJIF) 8.013 (ISI) 1.241 EPRA International Journal of Research and Development IJRD, May, 2021, paper indexed, 202105 -02-007009, ISSN No: 2455-7838.
- M.R. Chandrasekar, R. Gokulapriya, A study on patients perception towards service quality of private and government hospitals in Coimbatore City. International Journal of Creative Research Thoughts IJCRT, ISSN: 2320 – 2882, Vol – 9, Issue – 5, May – 2021.
- M.R. Chandrasekar, R. Gokulapriya, A Study on Patients perception Towards Service Quality of Private and Government Hospitals in Coimbatore, International Journal of Creative Research Thoughts, Multi – Disciplinary indexed Journal, May 9, 2021, Volume 9, Issue 5, ISSN No: 2320-2882.
- M.R. Chandrasekar, A study on customer preference and satisfaction towards Ayurvedic product special reference with lever Ayush products in Coimbatore City EPRA international journal of Research and development Paper index 202105-02-007082, ISSN No; 2455-7838 (online) May 21, 2021.

- M.R. Chandrasekar, A Study on Customer Expectation and Satisfaction Level towards Services Provided at Two-Wheeler Exchange SJIF Impact Factor 2021: 8.013| ISI I.F. Value:1.241| Journal DOI:10.36713/epra2016 ISSN: 2455-7838 (Online) EPRA International Journal of Research and Development (IJRD) Volume:6 |Issue:9| September2021.
- M.R.Chandrasekar, T. Kowsalya, A Study on Advertising Effectiveness of Mobile Phone with Special Reference to Coimbatore International Journal of Research Publication and Reviews Journal homepage: www.ijrpr.com ISSN2582-7421,International Journal of Research Publication and Reviews Vol (2) Issue (9) (2021) Page1124-1126.
- M.R. Chandrasekar, A Study on Customer Satisfaction towards Departmental Stores with SpecialReference to Coimbatore City International Journal of Research Publication and Reviews Journal homepage: www.ijrpr.com ISSN 2582-7421 International Journal of Research Publication and Reviews Vol (2) Issue (7) (2021) Page1084-1090.
- Dr. M.R. Chandrasekar, B. Varshithamalani Financial Performance Analysis of Selected Cement Industry in Coimbatore an Empirical Study, International Journal of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269,P –ISSN:2349-5138 Vol (9) Issue (2) 8-June-2022.
- Dr. M.R. Chandrasekar, J.Jenolin Preethi Customer Satisfaction Towards Airtel Services on Empirical Study in Tirupur City. International Journal of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269,P –ISSN:2349-5138 Vol (9) Issue (3) 3 – July - 2022.
- M.R. Chandrasekar A Study on Customer Satisfaction and Service Quality of Retail Stores special reference with Coimbatore City. International Journal for Innovative Research in Multidisciplinary field IJIRMF ISSN: 2455 – 0620, Paper Id: IJIRMF 202207015, Vol – 8, Issue – 7, 7th July – 2022.
- Dr.M.R.Chandrasekar, Measure the Specialized Quality of services provided by the Hospitals and overall satisfaction of the Patients of select Multi – Speciality Hospitals in Coimbatore City. Global Journal of Medical Research: K Interdisciplinary GJMR, Online ISSN: 2249 – 4618 & Print ISSN: 0975 – 5888, Vol – 22, Issue – 4, Version 1.0 Year- 2022.
- Dr.M.R.Chandrasekar, S E. Rithika, A study on consumer buying behaviour in departmental store with special reference to Coimbatore City. International Journal of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269,P –ISSN:2349-5138 Vol (9) Issue (3), 20th July - 2022.

- Dr.M.R.Chandrasekar “ Socio Economic Impact of Women Entrepreneurs an Empirical Study with special reference to Coimbatore City” International Journal of Research Publication and Reviews” Open Access, Peer Reviewed, International Journal. ISSN: 2582-7421, Sr. No IJRPR 15115. 15th November- 2022.
- Dr.M.R.Chandrasekar, A Study on Customer Satisfaction in Banking Services of SBI with Special Reference to Coimbatore City. International Journal of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269,P –ISSN:2349-5138 Vol (9) Issue (3), 19th July - 2022.
- Dr.M.R.Chandrasekar, Marketing Problems of Small – Scale Industries during COVID - 19 International Journals of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269, P –ISSN: 2349-5138 Vol (9) Issue (3), 31st July - 2022.
- Dr.M.R.Chandrasekar, Customer Buying Attitude towards Solar Energy Product with Special Reference to Coimbatore City, International Journals of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269, P –ISSN: 2349-5138 Vol (9) Issue (3), 16th July - 2022.
- Dr.M.R.Chandrasekar, Advertising Strategies for Fast Moving Consumer Goods with Consumer Perception. International Journals of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269, P –ISSN: 2349-5138 Vol (9) Issue (3), 20th July – 2022.
- Dr. M.R. Chandrasekar, Mr. M.Dinesh, Customer Buying Attitude towards Solar Energy Product with Special Reference to Coimbatore City. International Journals of Research and Analytical Reviews IJRAR. Org E-ISSN: 2348-1269, P –ISSN: 2349-5138 Vol (9) Issue (3), 16th July – 2022.

Presentations in Conference

- Fallacies in Social science Research ICSSR SPONSORED NATIONAL WORKSHOP, Government Arts and Science College Mullipuram, Kangeyam 07-Feb-2019.
- “Human Resource Management in India” in the National Level Seminar on Facets of Commerce organized by PG and Research Department of Commerce, Sree Narayana Guru College of Arts and Science, in Coimbatore on19-Feb-2010 to 20 Feb-2010.
- “New Business Development, Issues and Challenges” in the UGC Sponsored NationalLevel Seminar on New Business Development – Issues, Challenges and Opportunities organized by Post Graduate Department of Commerce, Bishop Heber College (Autonomous), Tiruchirappalli on12-Feb-2010.
- “SHG’S The Rural Women Empowerment” in the National Level Seminar on

Empowerment of Women Through Self Help Groups Organized by ,RVS College of Arts and Science, Coimbatore on 10-Feb-2010.

- “Globalization of Financial Market” in the National Level Seminar on Financial Market- Innovations and Growth Organized by Department of Commerce and Research, VLB Janakiammal College of Arts and Science, Coimbatore on 06-Feb-2010.
- “Retail Banking in India” in the National Level Seminar on Financial Re – Engineering Strategies and Regulation organized by Department of Commerce Dr.N.G.P. Arts and Science College, Coimbatore on 28-Jan-2010.
- Practical Industry Experience – A Glimpse of Actual Work Done in Finance in the National Level Webinar by SRM Institute of Science and Technology – Ramapuram Campus College of Science and Humanities on 13th September 2021.
- Financial Empowerment Through Wealth Creation organized by Department of Commerce (Computer Application) KPR College of Arts and Research Coimbatore, in collaboration with Association of Mutual Funds in India (AMFI) 11.02.2022.
- Webinar on “TEACHERS! THE HEROS BEHIND EVERY EMPOWERED CHILD” organized by the Department of Chemistry, SRM Institute of Science and Technology, Ramapuram campus, Chennai on 6th September, 2021.
- Online Faculty Development Programme on Introduction to Mutual Fund “Introduction to Mutual Fund” held on 27.12.2021 Organized by Department of Commerce Accounting & Taxation and Centre for Faculty Development, Dr. N.G.P. Arts and Science College, Coimbatore in association with Sraddha Academy.
- National Level Faculty Development Programme on "Managing Online Classes" organized by Internal Quality Assurance Cell in collaboration with Department of B. Com, BAF, BMS and BAMMC on 9th September 2021. Clara's College of Commerce Yari Road, Versova, Andheri - West, Mumbai – 61 permanently affiliated to University of Mumbai.

Participation in Faculty Development Programme

- Enhancing Teaching and Creating an Effective Learning process in the Contemporary Hindusthan College of Arts and Science, Coimbatore 22 - Sep- 2021 to 28-Sep-2021.
- Quality Measures in Higher Education, Dr.N.G.P. Arts and Science College, Coimbatore, 03-Dec-2018 to 09-Dec-2018.

- Faculty Development Programme from 2020-03-02 to 2020-06-30 on Front Accounting-2.4.7 organized by Dr. N. G. P. Arts and Science College with course material provided by Spoken Tutorial Project, IIT Bombay.
- Faculty Development Programme from 2020-03-17 to 2020-06-30 on SCILAB organized by Dr.N.G.P. Arts and Science College with course material provided by Spoken Tutorial Project, IIT Bombay.
- Online Faculty Development Programme on“ Research Methodology and Pedagogy for Tertiary Education” organized by Internal Quality Assurance Cell and Center of Faculty Development Dr. N.G.P. Arts and Science College June 15 to 21,2021.
- Faculty Development webinar under UGCPARAMARSH scheme on“ PLAN and PROGRESS” on 28th September, 2021 jointly organized by Internal Quality Assurance Cell and A Centre for Innovation & Development of Entrepreneurship, The Standard Fireworks Rajaratnam College for Women, Sivakasi.
- Department of Computer Science (UG & PG), Computer Applications & Information Technology 3 Day International Faculty Development Programme on“ ICT TOOLS FOR TEACHING, LEARNING & EVALUATION” organized by Department of Computer Science (UG & PG), Computer Applications & Information Technology, Saradha Gangadharan College ,Puducherry, from 04.08.2021 to 06.08.2021.
- Faculty Development Programme on Publication in Scopus Indexed Journals, Organized by Department of Commerce Sree Narayana Guru College Coimbatore, On 8th September 2021.