

Name : Dr.M.P.KUMARAN
Designation : Assistant Professor
Department : Commerce
Qualification : M.Com., M.Phil., PGDCA., DCM., DMO., Ph.D.
Experience : Teaching: 18.7 years Research: 03 Years
Area of Specialization(s) :Finance and Marketing
Email (Official ID) :kumaranmp@drngpsc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Chikkanna Government Arts College	2015
M.Phil.	Commerce	School of Distance Education, Bharathidasan University	2004
M.Com	Commerce	Erode Arts college (Autonomous)	2001
B.Com	Commerce	Erode Arts college (Autonomous)	1999

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Certificate	Cost Accounting	NPTEL – AICTE	2019
PG Diploma	Computer Application	School of Distance Education, Bharathiar University	2009
Diploma	Co-operative Management	Erode Institute of Co-operative Management	2002
Diploma	MS-OFFICE	Erode Institute of Co-operative Management	2002

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	-
M. Phil.	1	-

Research Publications (Indexed)

International

- Dr.M.P.Kumaran, Mrs.P.A.Shany, **A study on customer satisfaction of KFC with special reference to Coimbatore city**, Alochana Chakra Journal, Vol.9 Issue: 5, pp.3419-3428, ISSN: 2231-3990, May 2020 (Indexed in UGC Care listed).
- Dr.M.P.Kumaran, Dr.V.P.Karthikeyan, Dr.M.Dhanalakshmi, **Outshopping behaviour of rural masses towards apparel showrooms in Coimbatore**, Think India Journal, Vol. 22 Issue: 10, pp.1920- 1936, ISSN: 0971-1260, November 2019 (Indexed in UGC Care listed).

Other Publications: International / National Journals

- Dr.M.P.Kumaran, Elavarasan S, **Customer Satisfaction Toward Rapido Bike Taxi Services In Peelamedu**, International Journal of Research and Analytical Reviews (IJRAR), Vol. 9; Issue 2; June 2022, pp 229-233, ISSN 2349-5138.
- Dr.M.P.Kumaran, S. K. Udhaya Jothi, **Customer Satisfaction Towards Sakthi Masala**, International Journal for Innovative Research in Multidisciplinary Field, Vol - 8, Issue - 6, June – 2022, pp 108-111, ISSN: 2455-0620.
- Dr.M.P.Kumaran, Banupriya. S., **Consumer Satisfaction Towards Arokyia Milk**, International Journal for Innovative Research in Multidisciplinary Field, Vol - 8, Issue - 6, June – 2022, pp 118-122, ISSN: 2455-0620.
- Dr.M.P.Kumaran, Thangaraja Janarthani, **Consumer Behavior Towards Cadbury Chocolates**, International Journal of Research and Analytical Reviews (IJRAR), Vol. 9; Issue 36; July 2022, pp 721-730, ISSN 2349-5138.
- Dr.M.P.Kumaran, Navin S, **Consumer Buying Behaviour Towards Social Media Marketing**, International Journal of Research and Analytical Reviews (IJRAR), Vol. 9; Issue 36; July 2022, pp 603-679, ISSN 2349-5139.
- Dr.M.P.Kumaran, Ramya J, **Use of Social Media by Home Bakers**, International Journal of Creative Research Thoughts [IJCRT], Vol 10, Issue 7 July 2022, pp b956-b963, ISSN No: 2320-2882.
- Dr.M.P.Kumaran, S.Anu, **Customer Perception Towards SBI Mobile Banking Service**, International Journal of Creative Research Thoughts [IJCRT], Vol 10, Issue 7 July 2022, pp c171-c175, ISSN No: 2320-2882.
- Dr.M.P.Kumaran, Rukheykshana Rajalakshmi. S, **Impact of Liquidity on Profitability of Select IT Companies**, International Journal of Creative Research Thoughts [IJCRT], Vol 10, Issue 7 July 2022, pp e110-e-117, ISSN No: 2320-2882.
- Dr.M.P.Kumaran, Mohan Muthu S, **Analysis of Working Capital Management in Eicher Motors**

Limited, International Journal of Research and Analytical Reviews (IJRAR), Vol 9 Issue 3 August 2022, pp 978-993, ISSN 2349-5138.

- Dr.M.P.Kumaran, Anusri R, **Job Satisfaction of Migrant Workers in Tirupur Garment Industry**, International Journal of Creative Research Thoughts [IJCRT], Vol 10, Issue 7 July 2022, pp c72-c77, ISSN No: 2320-2882.
- Dr.M.P.Kumaran, Sujan K M, **Customer Satisfaction Towards Bata Products**, International Journal of Creative Research Thoughts [IJCRT], Vol 10, Issue 7 July 2022, e601-e609, ISSN No: 2320-2882.
- Dr.M.P.Kumaran, S.Dharasan, **A Study On Customer Satisfaction Towards Himalayan Products With Special Refernce To Coimbatore City**, International Journal of Creative Research Thoughts [IJCRT], Vol.9; Issue 4, pp 4769-4780, April 2021, ISSN: 2320-2882.
- Dr.M.P.Kumaran, K.Goutham, **A Study On Customer Satisfaction Towards Electric Bikes With Special Preference To Coimbatore City**, International Journal of Creative Research Thoughts [IJCRT], Vol.9; Issue 4, pp. 3516-3524, April 2021, ISSN: 2320-2882
- Dr.M.P.Kumaran, YoganathanHarshani, **A Study On Customer Satisfaction Towards Green Tea With Special Reference To Coimbatore City**, International Journal of Multidisciplinary Educational Research (IJMER), Vol.10; Issue 4(7), pp. 19-28, April 2021, ISSN: 2277-7881
- Dr.M.P.Kumaran, M.Mahila, **A Study On Consumer Behaviour On Sport Shoes With Special Reference To Coimbatore City**, International Journal of Creative Research Thoughts [IJCRT], Vol.9; Issue 4, pp. 4514-4524, April 2021, ISSN: 2320-2882
- Dr.M.P.Kumaran, S.Praveena, **A Study On Customer's Perception Towards Online Advertisement With Special Reference To Coimbatore City**, International Journal of Multidisciplinary Educational Research (IJMER), Vol.10; Issue 4, pp. 139-148, April 2021, ISSN: 2277-7881
- Dr.M.P.Kumaran, N.Preethi, **A Study On Problems Faced By The Work From Home Employees (IT Employees)**, International Journal of All Research Education and Scientific Methods (IJARESM), Vol. 9; Issue 4, pp. 1841-1848, April -2021, ISSN: 2455-6211
- Dr.M.P.Kumaran, R.Sindhuja, **A Study On Customer Buying Behaviour In Life Insurance Company With Special Reference To Coimbatore City**, International Journal of Multidisciplinary Educational Research (IJMER), Vol.10; Issue 4(5), pp. 46-54, April 2021, ISSN: 2277-7881
- Dr.M.P.Kumaran, B.Varshath, **A Study On Customer Satisfaction Towards Asian Paints With Special Reference To Coimbatore City**, International Journal of Creative Research Thoughts [IJCRT], Vol.9; Issue 4, pp. 2848-2857, April 2021, ISSN: 2320-2882
- Dr.M.P.Kumaran, N.Keerthi, **A Study On Financial Analysis Of State Bank Of India**, International Journal of Multidisciplinary Educational Research (IJMER), Vol.10; Issue 4(7), pp. 95-104, April 2021, ISSN: 2277-7881

- Dr.M.P.Kumaran, K.S.Arjun Prakash, **A Study On Fidelity Of Consumer On Health Drinks With Reference To Coimbatore Town**, International Journal of Creative Research Thoughts [IJCRT], Vol.9; Issue 5, pp. d46-d56, May 2021, ISSN: 2320-2882
- Dr.M.P.Kumaran, B.Sathish, **A Study On Consumer Satisfaction Towards Ashok Leyland**, International Journal of Creative Research Thoughts [IJCRT], Vol.9; Issue 5, pp. e562-e569, May 2021, ISSN: 2320-2883
- Dr.M.P.Kumaran, K.Shanmuga Vadivel, **A Study on the Service Quality of the Organisd Retail Store With Special Reference to D-Mart**, International Journal of All Research Education and Scientific Methods (IJARESM), Vol.9; Issue 5, pp. 3494-3499, May 2021, ISSN: 2455-6211
- Dr.M.P.Kumaran, Dr.P.Munusamy, **Challenges and Significance of E-Commerce in Commercial Sector**, Journal of Management Research and Analysis, Special Issue 1 Vol.pp. 261-266, January – March 2019,ISSN:2394-2762
- Dr.M.P.Kumaran, Dr.A.Y.Kettiramalingam, **Online Advertisements in Modern Fashion**, Shanlax International Journal of Arts, Science And Humanities, Special Issue 1 Vol. 5,pp. 39-44, February 2018,ISSN:2321-788X
- Dr.M.P.Kumaran, **Frauds In Banking – A Descriptive Study**, Asia Pacific Journal of Research, Vol.1 Special issue, pp. 104-106, September 2017, ISSN: 2320-5504

Presentations in Conference

- Social Media in Education, International Conference on Connect the World with Social Media for Social Causes, Hindusthan College of Arts & Science, Coimbatore, 5 Oct 2018
- The Internet of Things – Promise for the future, 4th International Conference on International Marketing in Asia Pacific Issues and Challenges – 2017, Dr.G.R.Damodaran College of Science, Coimbatore, 10-11Nov 2017
- Agriculture & Agriculture business, Two-day International Conference of Commerce and Business Management on Sustainable Development and Economic Growth on Global Perspective, Bharathiar University Arts & Science College, Valparai, 15-16 Sep 2016

Participation in Conference

International

- International Conference on Business Intelligence, VLB Janakiammal College of Arts and Science, Coimbatore, 3rd June 2022.
- International Webinar on “Contemporary issues in Commerce, Management & Organizational Behaviour”, Cauvery College for Women (Autonomous), Tiruchirappalli, 28th October 2021.

- 7th International Conference on Health Care Technology and Management, Vivekanandha College of Arts & Science for Women, Tiruchengode – 637 205, 4-5 Feb 2019
- 6th International Conference on Information and Communication Technology for Business Turnaround: Sustainability, Growth and Innovation, Vivekanandha College of Arts & Sciences for Women, Tiruchengode – 637 205, 1-2 Feb 2018

Participation in Seminars

- NAAC Sponsored National Virtual Seminar on Transforming Quality of Teaching by Adopting and Innovating ICT Tools & Techniques - A Key Focus Area of NEP 2020, Sri Ramakrishna College of Arts & Science, Coimbatore - 06 held on 21st & 22nd April 2022.
- National Virtual Seminar on “Role of Micro Finance Institutions in Empowering Women Entrepreneurs” Dr. MGR- JANAKI College of Arts and Science for Women, Chennai - 600 028, 26 February, 2022.
- National Virtual Seminar on “National Education Policy – Vision to Act”, Sankara College of Arts and Science, 31st December 2021.
- National Virtual Seminar on “NRI Marriages” AMET Deemed to be University & National Commission for Women (NCW), New Delhi on 28th December, 2021.
- National Level Seminar on “Intellectual Property Rights (IPRs) & Research Ethics”, NGM College, Pollachi on 15th November 2021.
- National Level Seminar on COMPETITION ISSUES IN INDIA, Gobi Arts & Science College, Gobichettipalayam, and Competition Commission of India, New Delhi., 25th September 2021.

Participation in Workshop

- Financial Markets & Financial Statement Analysis, RVS Institute of Management Studies & Research, Coimbatore, 3-4 July 2018.
- GST Registration, Rathnavel Subramaniam College of Arts & Science, Coimbatore, 12 March 2018

Participation in Faculty Development Programme/Short Term Course

- Faculty Development webinar under UGC PARAMARSH scheme on “PLAN and PROGRESS” The Standard Fireworks Rajaratnam College for Women, Sivakasi., 28th September, 2021
- Faculty Development webinar under UGC PARAMARSH scheme on “Inculcating Quality Culture in HEIs”, The Standard Fireworks Rajaratnam College for Women, Sivakasi. 25th September 2021.
- Three Day Faculty Development Programme on “BLENDED MODE OF TEACHING AND LEARNING”, Ayya Nadar Janaki Ammal College, Sivakasi - 626124, under UGC PARAMARSH

Scheme 21.09.2021 to 23.09.2021.

- Seven days national level faculty development program on “Digital teaching methods in higher education”, Hindusthan College of Arts and Science, Coimbatore, 23rd to 28th August 2021.
- National one-week faculty development programme on “Research excellence and academic development (READ – 2021)”, Nilkanthrao Shinde Science & Arts College Chandrapur, Maharashtra, 9th – 14th August 2021.
- Online faculty development program on “Research methodology and pedagogy for tertiary education”, Dr.N.G.P.Arts and Science College, Coimbatore, 15th – 21st June 2021.
- Three Day National Level Online Faculty Development Programme on “Recent Trends in Artificial Intelligence and Impact on Teaching Professionals”, Rathnavel Subramaniam College of Arts and Science College, Coimbatore 6410 402, 22nd to 24th April 2020.
- Seven days national level faculty development program on "Application of tools & techniques in research methodology & accelerate to publish article in scopus and web of science”, Hindusthan College of Arts and Science, Coimbatore. 17-24 Dec 2020.
- Cost Accounting, NPTEL - AICTE, July-August 2019.
- GST using TALLY ETP 9, Rathnavel Subramaniam College of Arts & Science, Coimbatore, 19-24 Aug 2019

Conference / Seminar / Workshop Organized

1. Coordinator, “Entrepreneurship and Skill Development Programme” of Bharathiar University, Bishop Ambrose College, Coimbatore, 12th& 13th February 2014

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Faculty Excellence Award	Rathnavel Subramaniam College of Arts and Science (Autonomous), Coimbatore	2018