

Name : **Dr.S.S.Muruganandam**

Designation : Professor

Department : Commerce

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

Experience: Teaching: 27 Years 3 Months Industry: 4 Years

Area of Specialization(s): Finance, Accounting and Marketing

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### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
M.B.A	Marketing & Finance	Bharathidasan University	2012
M.Phil	Marketing & Finance	Bharathidasan University	2005
M.Com	Commerce	Thiru. Vi.Ka Govt Arts college, Tiruvarur,	1989

### Presentations in Conference

#### *Paper Publications in UGC Journal:*

- A Study on role of Rural tourism for sustainable development in rural areas with reference to Coimbatore district.
- A Study on consumer satisfaction towards Honda bikes service with special reference to Coimbatore city.
- A Study on customer satisfaction towards Himalaya products with special preference to Coimbatore city.
- A Study on consumer behavior towards organic products with special reference to Coimbatore city.
- A Study on significant difference in share price movements in Indian stock markets.
- Financial performance of Steel authority of India Limited (SAIL).
- A Study on risk of stock returns by the day of the week in Indian stock market,
- Impact of globalization on the growth of MSME's in India.
- A Study on Working Capital Management Practices in India With Reference to Acc Limited.

### Conference / Seminar / Workshop Attended

- A six days national level FDP on "Digital Teaching Methods in higher education"