

Name : D. Shanmugavadivel
Designation : Assistant Professor
Department : Commerce
Qualification : M.Com., M.Phil., MBA., PGDCA., SET, (Ph.D.)
Experience : Teaching : 9 Years 8 Months
Area of Specialization(s) : Marketing
Email (Official ID) : shanmugavadivel@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	SNMV College of Arts and Science, Coimbatore	Pursuing
M.Phil.	Commerce	Sree Ramu College of Arts and Science, Pollachi	2011
M.Com	Commerce	Sree Ramu College of Arts and Science, Pollachi	2009
MBA	Management	Bharathiar University Coimbatore	2013
PGDCA	Computer Application	Bharathiar University Coimbatore	2010

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
SET	Commerce	UGC	2017
Online Certificate	Human Resource	NPTEL	2020

Research Publications (Indexed)

International

- D. Shanmugavadivel, **A Study on Awareness of Farmers on Agricultural Finance in Public Sector Banks with special reference to Coimbatore District**, International journal of Science and Research, Vol., 6 Issue 6, pp., JUNE 2017, ISSN No; 2319 - 7064
- D. Shanmugavadivel, **A Study on Job Gratification of Private School Teachers with special reference to Pollachi Taluk**, International journal of Management and Humanities, Vol., - 5 Issue 4, February 2019, ISSN No: 2349 - 7289 (IJMH)
- D. Shanmugavadivel, **A Study on impact of social media on buying behaviour special reference to Coimbatore City**, EPR International journal of Research & Development, Vol., - 6 Issue 5, May 2021, ISSN No: 2455 - 7838 (IJRD)

- D.Shanmugavadivel, **A Study on marketing strategies towards chines brand mobile phones with special reference to Coimbatore City**, EPR International journal of Research & Development ,Vol.,- 6 Issue5, May 2021 , ISSN No: 2455 - 7838 (IJRD)
- D.Shanmugavadivel, **A Study on customer preference and satisfaction towards REDMI mobile phone with special reference to Coimbatore City**, EPR International journal of Research & Development ,Vol.,- 6 Issue5, May 2021 , ISSN No: 2455 - 7838 (IJRD)
- D.Shanmugavadivel, **A Study on customer satisfaction in post office saving schemes with special reference to Coimbatore City**, EPR International journal of Research & Development ,Vol.,- 6 Issue5, May 2021 , ISSN No: 2455 - 7838 (IJRD)
- D.Shanmugavadivel, **A Study on customer preference and satisfaction towards online shopping in AMAZON with special reference to Coimbatore City**, International journal of multidisciplinary educational research ,Vol.,- 10 Issue 5, May 2021 , ISSN No: 2277 - 7881 (IJMER)
- D.Shanmugavadivel, **A Study on customer brand preference towards FASTRACKK wrist watch in Coimbatore City**, International journal for science and advanced research in technology ,Vol.,- 7 Issue6, June 2021 , ISSN No: 2395 - 1052 (IJSART)
- D.Shanmugavadivel, **A Study on public awareness towards goods and service tax with special reference to Coimbatore City**, International journal of all Research Education & Scientific methods ,Vol.,- 9 Issue6, June 2021 , ISSN No: 2455 - 6211 (IJARESM)
- D.Shanmugavadivel, **A Study on customer perception of online food ordering special reference with Coimbatore City**, International journal for science and advanced research in technology ,Vol.,- 7 Issue6, June 2021 , ISSN No: 2395 - 1052 (IJSART)

Presentations in Conference

- **Financial Services, Issues & Challenges** PKR Arts College for women Gobichettipalayam, 13-Aug-2013.

Participation in Conference

National

- Insurance And Technology Emerging Challenges, Sri Ramakrishna College of Arts and Science, Coimbatore, 27-Sep-2019.
- Indian Insurance Industry: Sustainability in the Era of Globalization, GRD School of Commerce & International Business, 13-Mar-2014.

Participation in Seminars

- Methodological issues in commerce Research, Sree Narayana Guru College, Coimbatore, 06-Jan-2015.

Participation in Workshop

- E- Banking, Sree Narayana Guru College, Coimbatore, 14-Feb-2012.

Participation in Faculty Development Programme

- Digital Teaching Methods in Higher Education Hindustan College of Arts and Science 23-Sep-2021 to 28-Sep-2021
- Online FDP "Research Methodology and Pedagogy for Tertiary Education , Dr. N.G.P Arts and science College 15-June-2021 to 21-June-2021
- Multi Dimensional Scaling, Shri Nehru Maha Vidyalaya College of arts and Science 21-Nov-2014.