

Name : D. Shanmugavadivel
Designation : Assistant Professor
Department : Commerce
Qualification : M.Com., M.Phil., MBA., PGDCA., SET, (Ph.D.)
Experience : Teaching : 11.5 years
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
Online Certificate	Create employee management System When I work	Coursera	2022
Online Certificate	Expenses in profit Books	Coursera	2022
Online Certificate	Time Management	Infosys Springboard	2022

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, **Consumer's Perceived Risk and Satisfaction in online shopping**, International Journal of Creative Research Thoughts, Vol.,10 Issue 6, pp., June 2022, ISSN No; 2320 – 2882

- D.Shanmugavadivel, **Effectiveness of Advertising A New Product through Social Media**, International Journal of Creative Research Thoughts, Vol.,10 Issue 7, pp., July 2022, ISSN No; 2320 – 2882
- D.Shanmugavadivel, **Influence of Instagram Marketing on Shopping Preference of consumers**, International Journal of Research and Analytical Reviews, Vol.,9 Issue 2, pp., June 2022, ISSN No; 2349 – 5138
- D.Shanmugavadivel, **Consumer Behaviour Towards Smartphones**, International Journal of Research and Analytical Reviews Vol.,9 Issue 3, pp., July 2022, ISSN No; 2348– 1269
- D.Shanmugavadivel, **Customer Satisfaction Towards Ramraj Cotton**, International Journal of Creative Research Thoughts Vol.,9 Issue 2, pp., July 2022, ISSN No; 2320– 2882
- D.Shanmugavadivel, **Customer Preference And Satisfaction Towards Honda Dio With Special Reference In Coimbatore City**, International Journal of Research and Analytical Reviews Vol.,9 Issue 3, pp., July 2022, ISSN No; 2349– 5138
- D.Shanmugavadivel, **A study on problems and prospects of handloom weavers**, International Journal of Research and Analytical Reviews, Vol.,9 Issue 3, pp., July 2022, ISSN No; 2349– 5138
- 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 Issue5, 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.
- Transforming Quality of Teaching by Adopting and Innovating ICT Tools & Techniques, Sri Ramakrishna college of Arts and Science, Coimbatore, 21-04-2022 to 22-04-2022.

Participation in Workshop

- E- Banking, Sree Narayana Guru College, Coimbatore, 14-Feb-2012.
- Placement officers workshop for excellence in requirement learning Series , NSE Academy ,3-September 2021
- Outcome Based Education (OBE) , IPSR Solutions ltd, Kottayam 4- March 2023

Participation in Faculty Development Programme

- Teaching pedagogy and online Resources & Tools, IOT Academy 8th December -2022 to 9th December 2022.
- Plagiarism in Academic Research & Author Identifiers, Indian Institute of Management and Commerce, 11th April – 2022 to 12th April -2022.
- 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.

Conference / Seminars / Workshop Organized

- Committee member, National conference on social innovation and business sustainability, Dr. N.G.P. Arts and Science College, Coimbatore,09-Feb-2023.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
National Institute for Technical Training & Skill Development	Life membership	September 2021 onwards

Recognition National/International

Nature of Recognition	Organization / Institution	Year
NAAC Member Criterion VI	Dr.N.G.P.Arts and Science College - Coimbatore	May 2022