

Name : Dr. P. VIMAL KUMAR

Designation : Assistant Professor

Department : COMMERCE

Qualification : M.Com., M.Phil.,M.B.A., Ph.D

Experience : Teaching: 10.10 Years Industry: 1Year Research: -

Area of Specialization(s) : Marketing

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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2023
M.Phil.	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2017
MBA	Management	Bharathiyar University	2011
M.Com	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2011
B.Com	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2009

Research Publications (Indexed)

International

- Implementation of ERP in Business Process based on Cloud Computing, International Organization of Scientific Research Vol No 3 Issue 1 July-August 2012
- A study on customer satisfaction in bank ATM Cards, Indian Journal of Applied Research Vol No 1 Issue 12 September 2012
- Business to Business E-Marketing, International Journal of Scientific Research and Management, Vol I, Issue 6, Sep 2013
- A Study on Passengers' Satisfaction towards Railway Service With Reference to Coimbatore Junction, International Journal of Management and Commerce

Innovations ISSN 2348-7585 (Online) Vol. 2, Issue 2, pp: (578-582), Month: October 2014 - March 2015.

- Celebrity endorsed advertisement influencing purchase intention of multi brand products, IJREAM published in Volume 04, Issue 07, Oct2018.
- A Study on impact of Impact of Celebrity Endorsement among Consumers Buying multi brand products in Coimbatore District, in IJRCM, volume 12, 2021.
- A Study on financial performance Analysis of selected food processing companies , in IJCRT Volume 2 issue 4 date 25-04-2021
- A Study on Opinion of Parents Regarding the act of Advertisement on chocolate Among their children with reference to Coimbatore city, IJR volume 6 Issue -5 , May 2021.
- A study on customer preference and satisfaction towards JK Tyres in Coimbatore city, IJR volume 6 Issue -5, May 2021.
- CUSTOMER PERCEPTION AND SATISFACTION TOWARDS GREEN BANKING PRACTICES OF SELECTED COMMERCIAL BANKS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT, Volume 9 Issue 4 December 2022, Date of Publication: 08-December-2022
- A STUDY ON CONSUMER PREFERENCE TOWARDS SWIGGY AND ZOMATO AMONG COLLEGE, Volume 9 Issue 4 December 2022, Date of Publication: 08-December-2022
- CONSUMER SATISFACTION TOWARDS DMART RETAIL WITH REFERENCE TO COIMBATORE CITY, Volume 9 Issue 4 December 2022, Date of Publication: 08-December-2022
- BUYING BEHAVIOUR OF MARUTHI SUZUKI CARS IN COIMBATORE CITY
- CONSUMER'S BUYING BEHAVIOUR AND SATISFACTION TOWARDS YAMAHA FASCINO WITH, Volume 9 Issue 4 December 2022, Date of Publication: 08-December-2022
- PROBLEMS OF VIRTUAL LEARNING EXPERIENCE DURING PANDEMIC AMONG SCHOOL STUDENTS, Volume 9 Issue 4 December 2022, Date of Publication: 08-December-2022
- CONSUMER SATISFACTION TOWARDS ROYAL ENFIELD BIKES IN COIMBATORE CITY, Volume 9 Issue 4 December 2022, Date of Publication: 08-

December-2022

- IMPACT OF RESTAURANT HOLDERS DURING COVID 19, Volume 9 Issue 4
December 2022, Date of Publication: 08-December-2022.

Presentations in Conference

- Presented a paper on "Indian Agricultural Trade" In Vellalar College for Women.
- Presented a paper on "Challenges In Rural Marketing" In RVS college of Arts and Science.
- Presented a Paper in National Conference on the topic "A brand preference two-wheeler " on 28.08.2012 at Sri Ramakrishna mission Vidhyalaya college of Arts & Science
- Presented a Paper in International Seminar on the topic "Strategies of co-operation " on 06.09.2012 at Tirupur women's college
- Presented a Paper in National Conference on the topic "Green Entrepreneurship " on 21.02.2014 at SNR & sons College.

Conference / Seminar / Workshop Organized

- A National conference was organized on the topic "Corporate Finance Structural Changes & Emerging Paradigms" on 08.02.2013.
- A National conference was organized on the topic "Contemporary Accounting "Standards & Issues" on 07.10.2013.

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Mentor	Dr.NGP Arts and Science College Coimbatore	2020