



Dr. R. GANAPATHI
Assistant Professor

Contact

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Academic Qualifications: M.Com., MBA (Finance), MBA (HR), M.Phil, PGDCA., Ph.D.

Teaching Experience: 17 Years

Research Experience: 10 Years

Areas of Research

Marketing / Finance / Human Resource Management / General Management

Research Supervision / Guidance

	Program of Study	Completed	Ongoing
Research	Ph.D.	08	04
	M.Phil.	76	-

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
38	14	59	29	-

Funded Research Projects

Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	UGC, New Delhi	2010	2012	Economic Empowerment of Rural Women with special reference to Self Help Groups in the Southern Districts of Tamil Nadu - An Empirical Study	Rs.369200
2	ICSSR, New Delhi	2013	2015	Green Purchase Behaviour of Consumers in Tamil Nadu State	Rs.500000

Ongoing Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	ICSSR, New Delhi	2016	2017	A Study on Consumers Awareness with Reference to Food Adulteration in Tamil Nadu State	Rs.200000

Overseas Exposure / Visits

1. London, UK
2. Dubai, UAE

Membership in

Professional Bodies

Life Member: Indian Management Consortium

Editorial Board

1. Editor-in-Chief, Journal of Management Research and Analysis, New Delhi.
2. Editorial Board Member of Journal of Research Atmajyot, Mumbai, India.
3. Editorial Board Member of PARIPEX - Indian Journal of Research, Paldi, Ahmedabad, India.
4. Editorial Board Member, International Journal of Accounting and Financial Management Research (IJAFMR), Canada.
5. Editorial Board Member, Global Research Analysis, Ahmedabad, Gujarat State.

Advisory Board

1. Editorial Board Member, Research Revolution (International Journal of Social Science and Management), Nagpur, Madhya Pradesh State.
2. Editorial Board Member, Indian Journal of Scholarly Research, New Delhi.
3. Editorial Advisory Board Member, LAKSHYA Referred Journal of Management, Indore.
4. . Editorial Board Member of International Journal of Management Rivulet, Agra, India.
5. Editorial Board Member, Research Revolution, Indore.

Academic Bodies (such as Board of Studies etc.,)

1. Alagappa University, Karaikudi.
2. Periyar University, Salem.

Others

1. Gobi Arts and Science College (Autonomous), Gobichettipalayam.
2. Dr. N. G. P. Arts and Science College (Autonomous), Coimbatore.

Resource persons in various capacities

Number of Invited / Special Lectures delivered: 07

Others

1. No. of PhD Thesis evaluated : 11
2. No. of PhD Public Viva Voce Examination conducted : 10

Recent Publications

1.	Investors' Perception towards Mutual Fund: An Empirical Study with Reference to Coimbatore City	Journal of Management Research and Analysis, New Delhi.	Vol. 2 / No. 1, January - March 2015	-
2.	A Study on Factors Affecting Online Shopping Behaviour of Consumers in Chennai	Journal of Management Research and Analysis, New Delhi.	Vol. 2 / No. 2, April - June 2015	-
3.	Customers' Preference Towards Multi-Brand Mobile Phone SIM Cards and Recharge Coupons	Global Journal of Business Management (GJBM), New Delhi.	Vol. 9 / No. 1, June 2015	-

4.	A Study on Customers' Preference Towards Departmental Stores in Coimbatore City	Journal of Management Research and Analysis, New Delhi.	Vol. 2 / No. 3, July - September 2015	-
5.	A study on Factors Affecting Marketing of Jasmine in Dindigul District	Journal of Management Research and Analysis, New Delhi.	Vol. 2 / No. 4, October - December 2015	-
6.	A Study on Brand Preference of Tooth Paste Among Different Age Groups of Consumers in Udumalpet Town	Journal of Management Research and Analysis, New Delhi.	Vol. 2 / No. 4, October - December 2015	-
7.	A Study on Consumers' Brand Preference Towards Cosmetics in Tiruchirappalli Town	International Journal of Management and Social Science Research Review (IJMSRR), Bangalore.	Vol. 1 / No. 2, February 2016	3.029
8.	A Study on Dimensions Influencing the Students' Entrepreneurial Intention	Journal of Management Research and Analysis, New Delhi.	Vol. 3 / No. 1, January - March 2016	-
9.	Customer Perception Towards Internet Banking Services in Sivagangai District, Tamil Nadu	Journal of Management Research and Analysis, New Delhi.	Vol. 3 / No. 1, January - March 2016	-
10.	Factors Influencing the Economic Empowerment of Women Through Self-Help Groups in South Tamil	GBAMS - VIDUSHI Journal, Mirzapur, Uttar Pradesh State.	Vol. 6 & 7 / No. 1 & 1 - 2, June - 2014 - December 2015	pp.1-12

	Nadu			
11.	A Study on Psychological Well Being and Job Performance of Employees in Knitwear Industry in Tirupur	Research Revolution, Indore, Madhya Pradesh State.	Vol. IV / No. 9, June 2016	5.007 pp.31-34
12.	A Study on Quality of Work Life of Workers in Construction Industry in Madurai District	Journal of Management Research and Analysis, New Delhi.	Vol. 3 / No. 2 April – June 2016	pp.63-66
13.	Customer Satisfaction of Private Sector Banks in Madurai City, Tamil Nadu	Journal of Management Research and Analysis, New Delhi.	Vol. 3 / No. 2 April – June 2016	pp.67-73
14.	A Study on Work Life Balance and Job Satisfaction of Women Employees Working in New Private Sector Banks	Journal of Management Research and Analysis, New Delhi.	Vol. 3 / No. 3 July - September 2016	pp.126- 130
15.	Customers Preferences Towards Television Brands with Reference to Sivagangai District	International Journal of Multidisciplinary Research Review (IJMDRR), Bangalore.	Vol. 1 / No. 19 September 2016	3.567
16.	A Study on Service Quality Dimensions and Its Impact on Satisfaction of Domestic Tourists in Tamil Nadu	International Journal of Business and Administration Research Review (IJBARR), Bangalore.	Vol. 2 / No. 15 July – September 2016	3.853