



Dr. K. GANESAMURTHY
Assistant Professor

Contact

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Academic Qualifications: M.Com., MBA., M.Phil., PGDCA., B.Ed., Ph.D.

Teaching Experience: 06 Years

Research Experience: 06 Years

Additional Responsibilities

1. Co-ordinator - Village Placement Programme (2015 Batch)
2. Member – Consumer Club, Alagappa University.
3. Member – Gandhian Studies, Alagappa University
4. University Representative for Distance Education Examinations

Areas of Research

Finance, Marketing, Banking, Corporate Laws, Consumer Behaviours.

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	-	2
	M.Phil.	-	1
Project	PG	7	8

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
11	15	2	39	3

Total Citations : 02

Funded Research Projects

Ongoing Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1.	AURF	2015	2017	Opportunities and Challenges of Social CRM in Banking Sectors	0.40

Events Participated

Conferences / Seminars / Workshops:

1. Faculty Development Programme on “**ENTREPRENEURSHIP**”, Entrepreneurship-cum-Skill Development Centre, Alagappa University, Karaikudi from 12-11-2015 to 26-11-2015 (12 days).

Membership in

Professional Bodies

1. Life Member: Association of SELP Journal of India

Editorial Board

PEZZOTTAITE journals

Others

1. Member, UG/PG in Management Panel of examiner in Bharathiar University, Coimbatore.
2. Member, UG/PG in Management Panel of examiner in Periyar University, Salem.
3. Member, UG/PG in Management Panel of examiner in Bharathidasan University, Trichy.

Resource persons in various capacities

Number of Invited / Special Lectures delivered:

1. A guest lecture on “Companies Act-2013: A key highlights and analysis” Organised by the Department of Commerce, Dr.Umayal Ramanathan College for Women, Karaikudi on 24th February 2016.
2. A Special Lecture delivered and Technical session chaired on “Companies Act-2013”, organized by the Department of Business Administration and Commerce, Caussanel College of Arts & Science, Muthupettai on 5th March, 2016.
3. Delivered a special Lecture on “Entrepreneurship Skill development” organized by the Department of Women’s Studies, Alagappa University on 29th March 2016.
4. Chaired a session in the National Conference on “Perspectives and Prospects of Technology Enabled Learning”, organized by the Department of Education, Alagappa University on 1st April 2016.

Recent Publications

1. **Dr.K.Ganesamurthy, “Customers’ Perception on Customer Contact Programmes as a CRM Tool in Banks”** International Journal of Sona Global Management Review, ISSN 0973-9947, Vol 10, Issue 4 August 2016 pp 35-49.
2. **Dr.K.Ganesamurthy, “Employees View on Implementation of CRM System at Commercial Banks”**, International Journal of Applied Research, ISSN: 23947500, vol. 2 Issue 1, Nov 2015 pp 766-770.
3. **Dr.K.Ganesamurthy, “E-Customer Relationship Management on Customer’s Behaviour in Banks”**, International Journal of Marketing, Financial Services and Management Research, ISSN 2277-3622 Vol.4 (11), November (2015), pp. 54-58.

4. **Dr.K.Ganesamurthy, "Contemporary and Emerging Era in Banking Services Through CRM to its Customers"**, International Conference on Business Research, Organized by SRM University, Chennai, Published by Vijay Nicole Imprints Private Limited, Chennai, Vol. I, ISBN 13:978-81-8209-426-0, P.No.173-177.
5. **Dr.K.Ganesamurthy, "Credit Risk Management by Indian Banking Sector Emerging Trends and Practices"**, International Conference on Business Research, Organized by SRM University, Chennai, Published by Vijay Nicole Imprints Private Limited, Chennai, Vol. I, ISBN 13:978-81-8209-426-0, P.No.170-172.
6. **Dr.K.Ganesamurthy, "Service Quality of Commercial Banks – An Empirical Study"**, *International Journal of Applied Services Marketing Perspectives, Jammu-Tawi, J&K*, Vol.XII No.1, P.No.7 2013.
7. **Dr.K.Ganesamurthy, "Customer Retention Practices of Banks: Evidence from Sivagangai District of Tamilnadu"** *Journal of the IUP Journal of Bank Management*, ISSN 0972-6918, Vol.XII No.1 February 2013.
8. **Dr.K.Ganesamurthy, "Critical Success Factors of CRM in Banks"**, *International Journal of Applied Services Marketing Perspectives, Jammu-Tawi, J&K*. ISSN 2279-0977, Vol.1, No.1, P.No.43 2012.
9. **"Customer Perception on CRM Practices of Commercial Banks in Sivagangai District"** *National Journal of 'Knowledge Economy'* Chennai, ISSN 2231-2854, Vol.2 Issue No.1 March 2012.
- 10.**Dr.K.Ganesamurthy, "The Customer's Attitude on CRM Practices of Commercial Banks in India: An Empirical Study"** *Internal Journal of 'SONA Global Management Review'*, Salem, ISSN 0973-9947, Vol.No.6/issue 1, November 2011.
- 11.**Dr.K.Ganesamurthy, "CRM: A Tool to Customer Attraction, Retention and Loyalty in Banking Sector"** *International Journal of 'Tatva-the essence of excellence Karnatak Law Society's Institute of Management Education and Research'*, Belgaum, ISSN 0973-0974, Vol VII No 2, July 2011.