



Dr. R. GANAPATHI
ASSOCIATE PROFESSOR

Contact

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Website : Nil

Academic Qualifications

Degree	Institution	Year	Branch	Class
B.Com	Bharathiar University	1994	Commerce	II
M.Com	Alagappa University	1997	Commerce	I
M.Phil.,	Alagappa University	1998	Commerce	I
MBA (Finance)	Madurai Kamaraj University	2001	Management	I
MBA (HRM)	Periyar University	2003	Management	I
PGDCA	Alagappa University	2005	Computer Applications	I
Ph.D.,	Alagappa University	2005	Faculty of Management	Highly Commended

Teaching Experience

Total Teaching Experience :25 Years

Position	Institution	Duration
Lecturer in Commerce	S. N. R. Sons College (Autonomous), Coimbatore.	20 – 07 – 1998 to 31-05-1999
Lecturer in Commerce	Park's College (Autonomous), Tirupur.	16 – 06 – 1999 to 31-08-2005
Assistant Professor of Management Sciences	S. N. R. Sons College (Autonomous), Coimbatore.	01 – 09 – 2005 to 23-02-2009
Assistant Professor of Commerce, DDE	Alagappa University, Karaikudi.	24 – 02 – 2009 to 23-02-2021
Associate Professor of Commerce, DDE	Alagappa University, Karaikudi.	24-02-2021 to Till Date

PDF/ Visiting Professor : Abroad

Position	Institution	Duration
Nil		

Research Experience

Total Research Experience : 18 Years

Position	Institution / University	Duration
Assistant Professor of Management Sciences	S. N. R. Sons College (Autonomous), Coimbatore.	01 – 09 – 2005 to 23-02-2009
Assistant Professor of Commerce, DDE	Alagappa University, Karaikudi.	24 – 02 – 2009 to 23-02-2021
Associate Professor of Commerce, DDE	Alagappa University, Karaikudi.	24-02-2021 to Till Date

Academic and Additional Responsibilities

S.No	Position	University Bodies	Period	
			From	To
	Programme Coordinator	Commerfce and Management Programme	24.02.2009	Till Date

Areas of Research

1. A Study on Problems and Prospectus of Export Garment Knitting Units in Tirupur
2. A Study on the Structure and Flow of Crop Loans to Agriculturists in Udumalpet Taluk of Coimbatore District

Patents Filed

- Nil

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	PDF	Nil	Nil
	Ph.D	48	4
	M.Phil	104	Nil
Project	PG	89	Nil
	UG / Others	Nil	Nil

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
116	65	156	130	15

Cumulative Impact Factor (as per JCR) : Nil
h-index :
i10 index :
Total Citations :

Publications

Thesis Evaluated : 30
Viva voce Examiner : 26

Funded Research Projects

Ongoing Projects:

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
	Nil	Nil		Nil	Nil

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.3,69,200/-
2	ICSSR, New Delhi	2013 - 2015		Green Purchase Behaviour of Consumers in Tamil Nadu State	Rs.5,00,000/-
3	ICSSR, New Delhi	2016 – 2017		A Study on Consumers Awareness with Reference to Food Adulteration in Tamil Nadu State	Rs.2,00,000/-
4	Alagappa University Research Fund (AURF), Karaikudi	2017 - 2019		A Study on Service Quality of Hotels and Satisfaction of Religious Tourists in Pilgrim Centres in South Tamil Nadu	Rs.3,00,000/-

Other Fund Received as Research Mentor:

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
	-	-	-	-	-

Consultancy Projects:

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
	-	-	-	-	-

Others:

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
	-	-	-	-	-

Distinctive Achievements / Awards

- Nil

Number of Seminars / Conferences / Workshops / Events organized:

Position	Programme	Duration	Institution
Nil	Nil	Nil	Nil

Events Participated

Nil

Overseas Exposure / Visits

1. Presented a Paper on “**A STUDY ON SERVICE QUALITY DIMENSIONS AND ITS IMPACT ON SATISFACTION OF DOMESTIC TOURISTS IN TAMIL NADU**” on the International Conference on Sustainable Development in Business & Supply Chain Management (ICSBS 2014) held at Brunel University, London, U.K, on **27th & 28th November 2014**. (Travel Grant Sponsored by University Grants Commission [UGC], New Delhi, XII Plan)

2. Presented a Paper on “**IDENTIFICATION OF FACTORS INFLUENCING PURCHASE INTENTION OF CONSUMERS UNDER SOCIAL MEDIA CONTEXT IN TAMIL NADU, INDIA**” on the 2015 Annual Conference of the Emerging Markets Conference Board held at Institute of Management Technology, Dubai during 20th January 2015 to 22nd January 2015. (Travel Grant Sponsored by Indian Council of Social Science Research [ICSSR], New Delhi)

Membership

Professional Bodies

1. Nil

Advisory Board

Year / Period	Name of the BoS / Administrative Committee / Academic Committee	Role
2021 to 2024	Management Programme	Member
2021 to 2024	Commerce Programme	Member

Academic Bodies in Other Institutes/ Universities

Year / Period	Name of the BoS / Administrative Committee / Academic Committee	Role
2021 to 2024	M.Com	External Expert
2021 to 2024	B.Com	External Expert

Ph.D. Thesis Guided

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|--|---|----|
| 1. No. of PhD Thesis evaluated | : | 30 |
| 2. No. of PhD Public Viva Voce Examination conducted | : | 26 |

S. No	Name of the Scholar	Title of the Thesis	Year of Completion
1	Mr. E. Muthukumar (11617 / B1 / 2006)	Growth and Performance of Public Sector Banks in India during the Post Liberalization Period	October 2008
2	Mrs. R. Geetharamani (Ph.D. MS 08 P 002)	Marketing of Life Insurance Services by Insurance Companies in Coimbatore City	May 2011
3	Mrs. D. Jayanthi (5058)	Marketing Strategies and Customer Satisfaction of Private Sector Banks in Coimbatore District	April 2012
4	Mrs. B. Vidya (5108)	A Study on Operational Features and Customers Perception on Self Service Stores in Coimbatore	June 2012
5	Mr. R. Murugesan (3944)	Morale of Employees in Knitwear Industries in Tirupur	March 2012
6	Mrs. C. Anuradha (3945)	Quality of Service Evaluation: A Study with Reference to Public Sector Banks in Chennai District	March 2012
7	Mr. S. Gopalsamy (3943)	An Analysis of Consumer Perceptions and Behaviour with Special Reference to Car Owners in Chennai City	March 2012
8	Mrs. K. Revathi (Ext. / Ph.D. / MS. 164)	Job Stress Among the Employees of Information Technology Industry in Chennai	February 2012
9	Mrs. G. Vimala (5109)	A Study on the Marketing of LIC Policies with Reference to Vellore District	June 2012
10	Mrs. B. Menaka (5106)	A Study on the Satisfaction of the Passengers Towards Mini Bus Services with Reference to Tirupur District	July 2013
11	Mr. M. Murugan (5706)	CRM Practices in Commercial Banks with Reference to Vellore District of Tamil Nadu	August 2013
12	Mrs. S. Lakshmipriya (R - Ph.D. - E - 2008 - 0603)	Buyer Behaviour Towards White Goods Market with Special Reference to Coimbatore District	March 2014
13	Mrs. S. Anbumalar (5107)	A Study on Quality of Service Marketing on Public Sector Commercial Banks with Special Reference to Coimbatore District	March 2014
14	Mrs. R. Durgarani (R - Ph.D. - E - 2008 - 0608)	Women Empowerment Through Self-Help Groups: A Study in Coimbatore District	July 2014
15	Mrs. R. Gokilavani (R - Ph.D. - E - 2008 - 0606)	A Study on Service Quality and Customer Satisfaction in State Bank of India (SBI), Coimbatore District	August 2014
16	Mrs. G. Muralimanokari (R - Ph.D. - E - 2008 - 0607)	A Study on the Preference and Usage of Bank Credit Cards in Coimbatore City	August 2014
17	Mrs. S. Kanthimathi (5057)	Stress Management Practices Among Bank Employees: An Empirical Study in Coimbatore District	August 2014
18	Dr. M. B. Palanikumar (5059)	An Empirical Study on Organisational Climate of Co-operative Banks in Dindigul District	July 2014
19	Mr. K. V. Sriram (R - Ph.D. - E - 2008 - 0609)	A Study on Brand Loyalty of Women Customers Towards Cosmetic Products in Chennai	July 2015
20	Mrs. R. Sree Devi (MGT DEC 11214)	Quality of Work Life Among the Employees of the Small Scale Industries in Kanyakumari District	May 2016
21	Mrs. M. Yasotha (13 / Jan / Mgt. / Ph.D. PT / 002)	Government Assistance to the Development of Small Manufacturing Enterprises and Its Impact in Coimbatore District	August 2016

22	Mr. R. Maha Prabhu (00809222015)	Organisational Climate in Commercial Banks: A Comparative Analysis	October 2016
23	Mr. P. S. Venkataraman (121310176)	Impact of Stress on the Employees of Small Scale Industries in Madurai District	October 2016
24	Mr. G. Shivakumar (121310051)	Comparative Study on Service Quality Among Employee's State Insurance Corporation (ESI) Hospitals and Government Hospitals in Coimbatore District	November 2016
25	Mrs. N. Swarnalatha (13 Jan / Mgt. / Ph.D. PT / 001)	Empowerment of Rural Women with Special Reference to Self Help Groups in Tamil Nadu - An Empirical Study	March 2017
26	Mr. G. Srinivasan (131410048)	An Empirical Study on Customer Services in Private Sector and Public Sector Banks in Chennai District	April 2017
27	Mr. N. Mahesh (121310065)	Consumer's Green Purchase Behaviour in Chennai	June 2017
28	Mr. S. Rajendran (01009213021)	Role of Self Help Groups in the Economic Development on Rural Women Entrepreneurs – A Study with Reference to Dindigul District	October 2017
29	Mr. P. Damodharan (OPPHCM – 155)	Quality of Work Life and Job Satisfaction: A Study with Reference to the Faculty Members of Higher Educational Institutions in Tamil Nadu State	October 2017
30	Mr. N. Manoharan (01009213008)	A Study on Consumer Behaviour towards Foreign Insurance Players in Tirupur District	December 2017
31	Mrs. K. Vishnupriya (01009222008)	Human Resource Management in Private Sector Enterprises – A Study in Coimbatore District, Tamil Nadu	January 2018
32	Mr. R. Senthil (121314277)	Investors' Perception and Satisfaction Towards Share Brokers in Tamil Nadu	March 2018
33	Mr. J. Gnanadevan (Ph.D. – CB – JUL 2012 – 0441)	A Study on Quality of Work Life and Job Stress among Arts and Science Faculty Members Working in Self Financing Colleges with Special Reference to Selected Districts of Tamil Nadu	June 2018
34	Mr. P. Senthilkumar (121314250)	Supply Chain Management Practices in Super Markets in Tamil Nadu	April 2018
35	Mr. M. Hariharan (367 / 2010 – 11)	Perception of Retailers on Business Models and Market Positioning Strategies of Shopping Malls with Special Reference to Chennai City	April 2019
36	Mrs. P. Lalitha (Ph.D. 2013 MSP 219)	Human Resource Practices in Information Technology (IT) Sector in Bangalore City	July 2018
37	Mrs. S. R. Lekshmi (Ph.D. 2013 MSP 218)	Investment Pattern of Government Employees with Reference to Bangalore City	August 2018
38	Mr. K. Annamalai (00509213020)	A Comparative Study on Customers' Perception on Service Quality in Public and Private Sector Banks	September 2019
39	Mr. S. Radhakrishnan (Ph.D. – CB – JUL 2013 – 0664)	A Study on Customer Relationship Management Practices in Supermarkets in Tamil Nadu	April 2019
40	Mr. C. R. Gopesh (Ph.D. – CB – JUL 2014 – 0731)	Women Consumers' Behaviour Towards Purchasing Luxury Fashion Apparel Brands in Kerala State	August 2019
41	Ms. R. Janaki (Ph.D. MS 2014 P 239)	Organizational Climate in Private Engineering Colleges in South Tamil Nadu	September 2019

42	Ms. K. Deeppa (2014196106)	A Pragmatic Study on Customer Satisfaction with Reference to Low Cost Carriers in India	October 2019
43	Mr. N. Marimuthu (1340 / 2015-16)	A Study on Customers' Intention towards Purchase of Cars through Online in Madurai District	September 2019
44	Mrs. K. Vishnupriya (Ph.D. – CB – JUL 2013 – 0701)	Consumer Attitude, Perception and Buying Intention towards Consumer Durable Products among Various Employee Groups in Coimbatore District	November 2019
45	Mr. PR. Venkadesh (Ap / Am / Ex-Ph.D. / 114)	Impact of Carbon Trading on the Environment in Tamil Nadu	September 2020
46	Mr. R. Balajikumar (1505 / 2016-17)	A Study on Consumer Behaviour Pertaining to Social Media and Mobile Applications in the Tourism Industry in Chennai City	July 2021
47	Mr. B. Shanmugam (2013396131)	A Study on Quality of Work Life and Psychological Well-Being among the Women Employees in Indian Public and Private Sector Banks	April 2022
48	Mr. M. Nagarajan (2309 / 2019-20)	A Study on Risk Management Practices in Construction Projects in Tamil Nadu	November 2023

List of Research Articles / Recent Publications

S. No	Authors/Title of the paper/Journal			Impact Factor
	Authors	Title of the Papers	Journal	
1	Dr.R.Ganapathi	Influence of Human Resource Management Practices on Organizational Commitment of Employees in Private Sector Banks in Chennai City	Journal of Effulgence	
2	Dr.R.Ganapathi	A Study on Economic Impact of Self Help Groups on Women Entrepreneurs	Journal of Management Research and Analysis, New Delhi.	
3	Dr.R.Ganapathi	A Study on Potentiality and Feasibility of Tourism in Theni District	Journal of Management Research and Analysis, New Delhi.	
4	Dr.R.Ganapathi	Job Satisfaction of Arts and Science College Faculty Members in Coimbatore City with Reference to Self Financing Colleges	Journal of Management Research and Analysis, New Delhi.	
5	Dr.R.Ganapathi	CRM Practices in Public Sector Banks with Reference to Coimbatore City	Journal of Management Research and Analysis, New Delhi.	
6	Dr.R.Ganapathi	A Study on Factors Influencing Purchase Intentions towards Organic Products among Consumers	Management Wisdom: A Journal of Business & Management, Pollachi.	

7	Dr.R.Ganapathi	Influence of Factors Affecting Consumer's Purchasing Intention on Purchasing Decision Towards Luxury Brands	Management Wisdom: A Journal of Business & Management, Pollachi.	
8	Dr.R.Ganapathi	A Comparative Study on Foreign Direct Investment Between Pre and Post Liberalization Period in India	International Journal of Multidisciplinary Researches (UGC Approved Journal Number: 48991)	
9	Dr.R.Ganapathi	A Study on Factors Affecting Consumer's Perception towards Green Products in Tamil Nadu	Journal of Management Research & Insight, New Delhi.	
10	Dr.R.Ganapathi	A Study on Perception of Entrepreneurs on Entrepreneurship Development and Employment Generation in Madurai District	International Journal of Advance & Innovative Research, Ghaziabad (UGC Approved Journal Number: 63571)	
11	Dr.R.Ganapathi	Study on Quality of Work Life and Job Performance of Construction Workers in Chennai	International Journal of Advance & Innovative Research, Ghaziabad (UGC Approved Journal Number: 63571)	
12	Dr.R.Ganapathi	Psychological Impact of Diseases on Health of Patients in Bengaluru City	Wesleyan Journal of Research (UGC CARE Listed Journal)	
13	Dr.R.Ganapathi	A Study on Factors Determining Distance Learning Decision among Students in Pudukottai District	Wesleyan Journal of Research (UGC CARE Listed Journal)	
14	Dr.R.Ganapathi	A Study on Perception of Students towards Online Learning in Distance Education Programme in Tamil Nadu	Journal of Education & Pedagogy (A Peer Reviewed / Referred International Research Journal)	
15	Dr.R.Ganapathi	A Study on Satisfaction of Students for Distance Education Courses in Sivaganga District	Jamshedpur Research Review (Peer Reviewed International Journal)	
16	Dr.R.Ganapathi	Factors Influencing Sustainable Entrepreneurship in Small Sized Enterprises in Coimbatore District	International Journal of Management and Social Science Research Review (IJMSRR), Bangalore.	
17	Dr.R.Ganapathi	Influencing Factors of Job Satisfaction in IT Industries in Chennai – An Analysis	Inspira - Journal of Modern Management & Entrepreneurship (JMME), Gujarat State.	
18	Dr.R.Ganapathi	Customer Satisfaction of Landline Services of BSNL, Madurai Region	Inspira - International Journal of Advanced Research in Commerce Management & Social Science (IJARCMSS)	
19	Dr.R.Ganapathi	A Study on Customer Satisfaction of E-Banking Services in Bangalore: Advancement, Opportunities and Challenges	Global Journal of Business Management (GJBM), New Delhi.	
20	Dr.R.Ganapathi	Challenges and Issues of Women Entrepreneurship in Southern Districts of Tamil Nadu - A Study	Inspira - Journal of Modern Management & Entrepreneurship (JMME), Gujarat State.	

21	Dr.R.Ganapathi	Impact of E-Banking on Employees Perception in Selected Banks in Bangalore	International Journal of Trade & Commerce - IIARTC, Meerut, Uttar Pradesh State	
22	Dr.R.Ganapathi	A Study on SME Financing in VUCA Environment in India	International Journal of Advanced Research in Management, Architecture, Technology and Engineering (IJARMATE)	
23	Dr.R.Ganapathi	A Study on Factors Determining the Selection of Hotels among Religious Tourists in South Tamil Nadu	European Journal of Molecular & Clinical Medicine (EJMCM)	
24	Dr.R.Ganapathi	A Study on Investment Behaviour and Attitude of Women Investors of Bangalore, Karnataka	Asian Journal of Managerial Science (AJMS)	
25	Dr.R.Ganapathi	A Study on Savings and Investment Behaviour of Individual Households: An Evidence from Bangalore During Lockdown Period	International Journal for Research in Engineering Application and Management (IJREAM)	
26	Dr.R.Ganapathi	A Study on Technical Analysis of Few Selected IT Companies of Bangalore	Journal for Banking, Finance and Insurance Management (MANTECH Publications)	
27	Dr.R.Ganapathi	A Study on Factors Affecting Quality of Work Life of Employees in Automobile Industrial Units	International Journal of Multidisciplinary Research and Modern Education (IJMRME), Tamil Nadu	
28	Dr.R.Ganapathi	Services of Low Cost Carriers in India: The Customer's Perspective	Indian Journal of Science and Technology, Chennai. (Scopus Indexed).	
29	Dr.R.Ganapathi	A Study on Organizational Climate and Job Satisfaction of Faculty Members Working in Self Financing Arts and Science Colleges in Madurai District	International Journal of Multidisciplinary Educational Research, Andhra Pradesh.	
30	Dr.R.Ganapathi	Role of Price in Low Cost Carrier	International Journal of Applied Business and Economic Research, New Delhi. (Scopus Indexed)	
31	Dr.R.Ganapathi	A Study on Service Quality and Customer Satisfaction in Shopping Malls	PARIPEX - Indian Journal of Research, Ahmedabad, Gujarat State.	
32	Dr.R.Ganapathi	A Study on Factors Affecting Customer's Choice of Shopping Malls	Indian Journal of Applied Research, Ahmedabad, Gujarat State.	
33	Dr.R.Ganapathi	Influence of Organizational Climate Dimensions on Commitment of the Faculty Members of Private Polytechnic Colleges	Indian Streams Research Journal, Solapur, Maharashtra State.	
34	Dr.R.Ganapathi	A Study on Factors Relating to Customer Relationship Management (CRM) in Supermarkets in Tamil Nadu	International Journal of Business and Administration Research Review (IJBARR), Bangalore.	
35	Dr.R.Ganapathi	Perception of Customers on Customer Relationship Management (CRM) Practices in Supermarkets in Tamil Nadu	International Journal of Management and Social Science Research Review (IJMSRR), Bangalore.	

36	Dr.R.Ganapathi	Customers' Loyalty towards Low Cost Airlines in India	SCMS Journal of Indian Management, Cochin, Kerala State.	
37	Dr.R.Ganapathi	A Study on Factors Affecting Purchase Intention towards Cars through Online among Customers	Indian Journal of Applied Research, Ahmedabad, Gujarat State.	
38	Dr.R.Ganapathi	Impact of Website Attributes Influencing Purchase Intention on Level of Purchase Intention towards Cars through Online among Customers	PARIPEX - Indian Journal of Research, Ahmedabad, Gujarat State.	
39	Dr.R.Ganapathi	A study on Psychological Well Being and Job Satisfaction of Employees in Information Technology (IT) Sector in Coimbatore District	International Journal of Recent Technology and Engineering (IJRTE)	
40	Dr.R.Ganapathi	A Study on Psychological Well Being and Job Performance of Employees in MSME in Coimbatore District	International Journal of Innovative Technology and Exploring Engineering (IJITEE)	
41	Dr.R.Ganapathi	A Study on Antecedents for Adoption of Mobile Applications in Tourism among Consumers in Chennai City	SAMBODHI (UGC Care Journal)	
42	Dr.R.Ganapathi	A Study on Emerging Trends in Usage of Social Media and Mobile Applications in their Tour Plans in India	Indian Journal of Applied Research (UGC Care Journal), Ahmedabad, Gujarat State.	
43	Dr.R.Ganapathi	A Study on Perception of Religious Tourists on Service Quality of Hotels in South Tamil Nadu	Journal of Effulgence (Peer Reviewed), New Delhi.	
44	Dr.R.Ganapathi	A Study on Saving and Investment Behavior of Working Women Employed in BPO Sector in Bengaluru City	Kalyan Bharati (UGC Care List Journal - Group I).	
45	Dr.R.Ganapathi	A Study on Risk Management Practices in Construction Projects in India	Turkish Online Journal of Qualitative Inquiry (TOJQI)	
46	Dr.R.Ganapathi	A Study on Risk Management Practices in Construction Projects in Tamil Nadu (Comparative Pilot Study: Project Owners, EPC, OEM, Sub-contractors)	Kanpur Philosophers - International Journal of humanities, Law and Social Sciences	
47	Dr.R.Ganapathi	A Study on Saving and Investment Behaviour of Millennial Employees Employed in BPO Sector in Bengaluru City, Karnataka, India	Asian Journal of Managerial Science	
48	Dr.R.Ganapathi	A Study on Satisfaction and Loyalty of Rural Consumers Towards FMCG in Sivaganga District	Stochastic Modeling & Applications - Special Issue on Recent Research on Management, Applied Sciences and Technology	

49	Dr.R.Ganapathi	A Study on Risk Management Practices in Construction Projects in India: from Project Organization's Perspective	International Journal of Management and Enterprise Development (Inter Science Publications)	
50	Dr.R.Ganapathi	A Study on Factors Affecting Management of Risk and Performance of Construction Projects in Tamil Nadu	NICMAR - Journal of Construction Management (UGC CARE Listed Journal) (NICMAR University, PUNE)	
51	Dr.R.Ganapathi	A Study on Investment Behaviour of Working Professionals with Reference to Bangalore City	Journal of Research Administration (SCOPUS Journal)	

Resource persons in various capacities

National Conferences : Nil

International Conferences : Nil

Invited Lectures : Nil

Date : 28.02.2024

(Signature)

Place : Karaikudi

Dr. R. GANAPATHI

Associate Professor