



**Dr. S. Ganapathy**  
**Professor**

### Contact

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**Academic Qualifications : M.Com., MBA., M.Phil., Ph.D.**

**Teaching Experience : 17 Years**

**Research Experience : 15 Years**

### Additional Responsibilities

1. Programme Officer - NSS
2. Co-Ordinator - SC/ST Cell
3. Co-Ordinator - Remedial Coaching Cell

### Areas of Research

Finance and Marketing

## Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	--	05
	M.Phil.	32	02
Project	PG	60	--

## Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
18	12	09	52	2

## Funded Research Projects

### Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	Alagappa University	1. 1.2010	31.12.2010	An Evaluation of Entrepreneurial and Economic Development of SC/ST with the Impact of Schemes Implemented by TAHDCO in Karaikudi Taluk of Sivagangai District.	Rs.20,000 (Completed)
2	University Grants Commission	1.6.2011	31.5.2013	An Evaluation of Socio-Economic Impact of Welfare Schemes Implemented by Government of India and Government of Tamilnadu on SC/ST Community in Rural Area of Southern District in Tamilnadu	Rs. 5,30,200 (completed) Report submitted soon

## Events Participated

### Conferences / Seminars / Workshops: 24

S. No	Name of the Seminar / Conference / Symposia workshop, etc.	Name of the Sponsoring Agency	Place and Date	Paper presented/ Attended
1	International 3 in 1 conclave on A Gem in Glimpse	Faculty of Management, Alagappa University, Karaikudi	20th- 23rd September 2013. Karaikudi	Participated
2	National Seminar on Emerging Trends in India's Foreign Trade	Dept. of International Business & Commerce Alagappa University	16-3-2005 Karaikudi.	Attended
3	National Workshop on Restructuring Higher Education Curriculum in the Context of Globalization	Curriculum Development Centre, Alagappa University	24th, 25th, and 26th March 2006 Karaikudi	Attended
4	National Workshop on e-learning	e-learning Centre for Adult Continuing Education and Extension, Alagappa University	24th , 26th April 2006 Karaikudi	Attended
5	Seminar on Consumer Rights & Protection	Dept.of International Business & Commerce Alagappa University	9th December 2006 Karaikudi	Attended
6	Seminar on Triumph over Destiny India's Achievements During 60 years of Independence	NSS, Deanship of Student Affairs and Dept. of International Business & Commerce, Alagappa University	5th September 2007 Karaikudi	Attended
7	Orientation Programme on	NSS and College	9th January	Attended

	Enriching Employable skills.	Development Council Alagappa University	2008 Karaikudi	
8	National Conference on Development Dynamics	Dept.of International Business & Commerce Alagappa University	22nd 23rd March 2008, Karaikudi	Attended
9	National seminar on corporate ethics	Dept. of Corporate Secretaryship, Alagappa University	27th and 28th February 2009 karaikudi	Attended
10	National seminar on calibrating the companies bill 2009, a compendium	Dept. of Corporate Secretaryship, Alagappa University	11th to 13th September 2009 Karaikudi	Attended
11	National seminar on Economic & financial Global Holocaust – EFGH	Dept. of International Business & Commerce, Alagappa University	7th September 2009 Karaikudi	Attended
12	National seminar on furthering financial inclusion through financial literacy & credit counselling	Reserve Bank of India, Chennai and Dept. of Bank Management, Alagappa University	4th December 2010 Karaikudi	Attended
13	National seminar on “Women Empowerment in India-Challenges Ahead”	UGC & UPE project on women Empowerment in Madurai Kamaraj Unveristy,	24th & 25th January 2011 Madurai.	Attended
14	National Workshop on Personality Enhancement	Personality Development Cell, Alagappa University,	3rd February 2011 Karaikudi.	Attended
15	National Workshop on ‘Celebrating Life’	Red Ribbon Club & Tansac Chennai & Alagappa University,	18th March 2011 Karaikudi.	Attended

16	One Day National Seminar on World Consumer Day	Department of Corporate Secretaryship, Alagappa University, Karaikudi	15th March 2012 Karaikudi	Attended
17	National Workshop on Expansion & Enrichment	DDE, Alagappa University, Karaikudi.	27th & 28th March 2012 Karaikudi	Attended
18	National Workshop on Methodological Metrics in Business Research	UGC Sponsored, Dept. IB&EC, Alagappa University, Karaikudi	23rd to 27th April 2012 Karaikudi	Attended
19	National Conference on Retailing	K.R.S School of Management Tiruchengode - 637215	December 12, 2012	Participated
20	National conference on Security Market Examination	BSE Institute limited	March, 2013	Participated
21	One day national seminar on Role of YRC Program Officers in the service to Humanity.	Alagappa University, Karaikudi-630003	21st August, 2013	Participated
22	National seminar on Emerging Developments in Accounting and Taxation	Alagappa University, Karaikudi and The Institute of Chartered Accountants of India, New Delhi	17th -8th September 2013 Karaikudi	Participated
23	National Seminar on LEARNED multi skilling for mighty success	Dept.of IB & Commerce, School of Management Alagappa University, Karaikudi	16th to 18th March 2014	Participated
24	University Industry	Centre for University Business	24th March	Participated

	Interface Meet	Collaboration & Industry-Consultancy Cell Alagappa University, Karaikudi	2014	
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### **Other Training Programs**

1. NSS Orientation Programme 7 days

### **Membership in**

#### **Professional Bodies**

1. Executive Committee Member, of ALUFA.
2. Secretary in ALU SC/ST Welfare Association
3. Member, Indian Accounting Association and Research Foundation.
4. Member, Indian Academic Researcher Association.

#### **Editorial Board**

1. Member, Self Journal of Social Science

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

1. M.Com (International Business) Board of Studies member in CMS College of Science & Commerce, Coimbatore
2. PG (F&C) Member Board of Studies Alagappa University
3. Madurai Kamaraj University

#### **Others**

1. Acting as a resource person for Distance Education Programme offered by Universities in Tamilnadu.
2. Interaction among the students for MBA & MCA Department for Sharing the Resources including Faculty Members.

### **Resource persons in various capacities**

Number of Invited / Special Lectures delivered: 1

#### **Others**

1. No. of PhD Thesis evaluated : 5
2. No. of PhD Public Viva Voce Examination conducted : 3

## Recent Publications

1. Dr. S. Ganapathy and Mugeshkannan Reguraman (2016), "Root of Smartphone: Route for a Smart Business @ Restaurant", Pacific Business Review International, India, volume 9, Issue 5, Nov.2016, pp. 20-30.
2. Dr. S. Ganapathy and Mugeshkannan Reguraman (2016), " A Study on Service Quality of Selected Web Browsers in Sivaganga District", International Journal of Recent Scientific Research, India, Vol. 7, Issue 8, August, 2016, pp. 12824-12827.
3. Dr. S. Ganapathy and Mugeshkannan Reguraman (2016), "E-Wallet initiation for consumer protection in Omni-channel Retailing-Perspective study" Consumer Protection and Empowerment in India, Department of Corporate Secretaryship, India, August 2016, pp.106-112.
4. Dr. S. Ganapathy and Thangam Alagarsamy (2016), "Inducement of Women Entrepreneurs on Beauty Parlour Business in Sivaganga District", International Journal of Research in Commerce and Management, India, Vol.7, Issue.11, November 2016, pp. 38-40.
5. K. Muthu and Dr. S. Ganapathy (2016), "Rural Entrepreneurship for Women" Shanlax International Journal of Management, India, Vol.4, Special Issue 1, October 2016, pp. 166-170.
6. Dr. S. Ganapathy and Mugeshkannan Reguraman (2017), social media marketing and dynamic purchasing intention of digital marketing via smartphone. International Conference on "Recent Advances in E-Business: Challenges and Opportunities". Vol.3 Issue no.06 ISSN: 23941316.
7. Dr. S. Ganapathy (2017), "Green Marketing", One Day National Level Seminar on Innovative Practices in Modern Business.