

Dr. M.GANESAN MBA, M.Com,Ph.D.,
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Career Objective

As I found in myself a strong teacher and trainer in the discipline of management, I intend to find a suitable platform to enhance or contribute to the students/trainees in enhancing their skill, knowledge, and attitude.

Educational Qualification

S.No	Name of the Course	Subject/ Specialization	University	Institute/College	% of Marks	Year of passing
1	Ph.D	Management	Alagappa University	Alagappa Institute of Management. Karaikudi	-	07.10.2016
2	M.Com	Commerce	Alagappa University	Alagappa University	58%	2009
3	M.B.A	Marketing & Finance	Alagappa University	Alagappa Institute of Management. Karaikudi	65%	2007
4	B.B.A	Business Administration	Madurai Kamaraj University	Alagappa Govt. Arts College. Karaikudi	54%	2005

Key Skills

- Motivate the students for planning.
- Skills in collecting appropriate material for students
- Can easily interact with students
- Excellent communication, interpersonal, multi-tasking, problem-solving, and organizational skills.
- Always update myself. Ability in clarifying doubts

Computer Literacy

- PGDCA
- MS office 2009 (Word, PowerPoint, Excel),
- End-user Internet applications.

Professional / Teaching / Research Experience

S. No	Name of the Post	Employer	Period of Employment				Teaching/ Industrial
			From	To	Years	Months	
1	VSS Govt Arts College, Pulankurichi	Guest Lecturer	March 2016	Till Date	10	00	Teaching
2	Channel Partner	Angel Broking Pvt Ltd	April 2010	February 2016	5	11	Industry
3	Assist Unit Manager	Angel Broking Pvt Ltd	May 2008	March 210	1	10	Industry
Total Experience					17	09	

Area of Interest

- ❖ Marketing Management, Corporate Accounting
- ❖ Security Analysis and Portfolio Management
- ❖ Financials Management
- ❖ Advertisement Management
- ❖ Accountancy and Costing
- ❖ Income Tax
- ❖ Cost Accounting

List of National / International Journals

S.No	Title of the Journal	Month/Year	National/ International/ISSN No	Journal Name
1	Emerging Trend in Global HRM o Various Sectors	July 2013	International ISSN 2320-625X E-ISSN2321-4104	Vishleshak – DRIEMS Business School – Cuttack-744022
2	An Empirical Study on Challenges of Service Marketers in Changing Business Environment	December 2013	International ISSN(P)2279-0977 ISSN(O)2279-0985	Pezzottaite Journals
3	A Study on Consumer Brand Preference and Satisfaction of Household Electronic Products in Sivaganga District	December 2015	International ISSN :2278 -6236 Impact Factor :5.313	International Journal of Advanced Research in Management and Social Science
4	A Study on Customer Satisfaction of House hold Electronic Products in Sivagangai District	November 2019	ISSN-2348-1269 P-ISSN-2349-5138 Impact Factor :5.75	IJRAR- International Journal of Research and Analytical Reviews
5	A Study on Consumer Brand Preference and Satisfaction of Household Electronic Products in Sivaganga District	December 2019	ISSN-2349-5162 Impact Factor :5.87	Journal of Emerging Technologies and Innovative Research
6	Factors Affecting Students Attitude towards Online Shopping	Feb-2020	ISSN-2319-7064 Research Gate Impact Factor (2018): 0.28 SJIF (2018): 7.426	International Journal of Science and Research (IJSR)
7	An Empirical Study on TV, Refrigerator, Washing Machine, and Air Conditioner Users in Sivagangai District.	March 2026	ISSN- 2984-8903 Impact Factor :9.12	International Journal of Versatile Research and Analysis (IJVRA)

List of workshop/Conference/Seminar Participated and presented / FDP attended/

SL. No	Title of the Seminar/workshop/FDP	Month/Year	National/ International	Venue
1	Emerging Markets and Issues in Management	19 th & 20 th April 2013	International Conference	VIT University Vellore
2	A Critical Analysis of the Applications of Total Quality Management	17 th October 2013	National Seminar ISBN:978-93-80686-89-9	The American College Madurai
3	A Study on Conceptual Frame Work of Strategic Marketing Management	19 th October 2013	International Conference	Brahma School Of Business, Namakkal
4	Recent Trends in Human Resource Management	10 th January 2014	National Conference	Dr Umayal Ramanathan Women's College, Karaikudi
5	Investor's Protection Measures by SEBI	25 th & 26 th February 2014	National Conference	Alagappa University- Karaikudi
6	Problems faced by the Rural Women Entrepreneurs in Present Era-A Review	7 th & 8 th August 2014	International Conference ISBN :978-93-804002-6-9	Alagappa University- Karaikudi
7	Entrepreneurial Advancement & Traits	30 th & 31 st January, 2015	National Seminar	Dr Umayal Ramanathan Women's College, Karaikudi
8	Components and Methods of a Qualitative Research (CMQR-2017)	21 st & 22 nd September 2017	National Seminar	Department of Library and Information Science Alagappa University- Karaikudi
9	E-Commerce Regulations & E-Payment Systems	17.07.2023 to 21.07.2023	Tamilnadu Skill Development Corporation- Naan Mudhalvan Programme	Alagappa University- Karaikudi
10	Consignment Controller	22.01.2024 To 31.01.2024	Tamilnadu Skill Development Corporation- Naan Mudhalvan Programme	Alagappa University- Karaikudi
11	Sales and Marketing		Tamilnadu Skill Development Corporation- Naan Mudhalvan Programme	Alagappa University- Karaikudi

12	Business Intelligence and Analytics	18-12-2024 To 24-12-2024	Tamilnadu Skill Development Corporation-Naan Mudhalvan Programme	Alagappa University-Karaikudi
13	NBFC-Products and Services	16.06.2025 To 21.06.2025	Tamilnadu Skill Development Corporation-Naan Mudhalvan Programme	Alagappa University-Karaikudi
14	Employability Skills	22.12.2025 To 31.12.2025	Tamilnadu Skill Development Corporation-Naan Mudhalvan Programme	Alagappa University-Karaikudi

Personal Details

Date of Birth : 29/06/1983
 Gender : Male
 Father's Name` : V.Manickam
 Mother's Name` : M.Meenal
 Marital Status : Married
 Nationality : Indian.
 Religion : Hindu
 Mother Tongue : Tamil.
 Languages Known : Tamil & English.
 Human Skills : Determined Self Confident, Disciplined and Organizing Skilled.
 Interests : Reading Books, Net surfing, Traveling etc.

References

Dr.S. CHANDRAMOHAN,
 Director & Professor,
 Alagappa Institute of Management,
 Alagappa University,
 Karaikudi-630004
 Mobile No: **9994771155.**

Dr.V.SIVAKUMAR
 Professor
 Department of Logistics Management
 Alagappa University
 Karaikudi.630004
 Mobile No: **9443850805**

Declaration

I hereby declare that all the information furnished above is true to the best of my knowledge and belief.

Place: Karaikudi

Date: 04/04/2026

(Dr. M.GANESAN)