

SRISANKARAARTS&SCIENCECOLLEGEENATHUR,KANCHIPURAM STAFF
PROFILE
DEPARTMENTOF COMMERCE

1.	Name of the Staff	DR.K.MURUGAN
2.	Designation	ASSISTANT PROFESSOR
3.	Date of Joining	05-06-2017
4.	Mobile Number	9442912567
5.	E-Mail ID	Murugandhaya1980@gmail.com
6.	Nationality	INDIAN
7.	Academic Qualification	M.COM.,M.Phil.,PhD
8.	Field of Specialization	COMMERCE
9.	PhD thesis Title	WOMEN DEVELOPMENT : A STUDY ON SOCIO ECONOMIC CONDITION OF WOMEN THROUGH SELF HELPGROUPS OF MAHALIRTHITTAM IN DHARMAPURI DISTRICT OF TAMILNADU STATE
	Awarding University, Year of Award	-

10. Work Experience (in Chronological order):

S.No.	Name of the Institution	Designation	Period
1.	Govt. Arts College, Nandanam, Chennai-600035.	Lecturer	From 02-02-2008 To 31-03-2012
2.	Sri Muthukumar Arts & Science College, Chikkarayapuram, Chennai-600069.	Assistant Professor	From 11-07-2012 To 03-06-2017
3.	Sri Sankara Arts & Science College, Enathur, Kanchipuram-631561.	Assistant Professor	From 05-06-2017 To Till Date

11. Research details:

RESEARCH GUIDE : M.Phil (Full Time) and Ph.D(Full Time & Part Time)

M.Phil / Ph.D AWARDED AND GUIDED

1. M.Phil Produced : 2 Candidates (awarded)

List of M.Phil Candidates

Sl.No	Name of Students	Month & Year of Admission	Completed (Month & Year
1	ANBUMOZHI S	June 2019	February - 2020
2	GUNASUNDARI D	November 2020	August - 2021

M.Phil / Ph.D AWARDED AND GUIDED IN UNIVERSITY OF MADRAS

1. Ph.D Produced : 4 Candidates (awarded)

List of Ph.D Candidates

Sl.No	Name of Students	Month & Year of Admission	Completed (Month & Year
1	NAGARAJAN S	August - 2020	December – 2024 (Awarded)
2	AMRITHA M	August - 2020	May – 2025 (Awarded)
3	ANUSHA BANU S	August - 2020	June – 2025 (Awarded)
4	JANARDANAM P	August - 2020	June – 2025 (Awarded)
5	RAJESHWARI S		Pursuing
6	NITHIYALAKSHMI		Pursuing
7	ASHWINI		Pursuing
8	RANJITH S		Pursuing

M.Com Project Guided Students : 41

EXTRA CURRICULAR ACTIVITES

Academic and Administrative Responsibilities:

S.NO.	Nameofthe Institution/Committee	Position	Period
1.	Sri Sankara Arts & Science College, Kanchipuram – 631561	IQAC & Examinations Committee.	2017 – Till Date
2.	Sri Muthukumaran Arts &ScienceCollege,Chikkarayapuram,C ennai- 600069.	ExaminationsCell	2013-2017
3.	Sri Muthukumaran Arts &ScienceCollege,Chikkarayapuram,C ennai- 600069.	Member in AdmissionCommittee	2014-2016
4.	Government Arts college, Nandanam , Chennai – 600035	ExaminationsCell	2008 – 2012

Class Handeled : IDE, University of Madras, Chennai – 10
B.Com (General)/B.Com (C.A)/B.Com (Corporate) M Com (B.B.A) ,
and MBA

12. Other Academic and Administrative Responsibilities:

S.NO.	NameoftheInstitution/Committee	Position	Period
1.	Sri Muthukumaran Arts & Science College,Chikkarayapuram,Chennai-600069.	Examinations Cell	2013-2017
2.	SriMuthukumaranArts&Science College,Chikkarayapuram,Chennai-600069.	MemberinAdmission Committee	2014-2016
3.	Government Arts college, Nandanam,Chennai-600035	ExaminationsCell	2008–2012

13. Publications:

S.NO.	Title	Journal	Pages
1.	A Study on Customers Preference For E-Banking Services in Dharmapuri District.	PurakalawithISSN0971-2143.VOL.31 Issue 51. June 2020. Impact factor 5.60.UGCcarelistjournal	206-211
2.	Impact of Human Resource Management Practices on Performance of Luxury hotels in Krishnagri District.	PurakalawithISSN0971-2143.VOL.31 Issue . 60. June 2020. Impact factor 5.60.UGCcarelistjournal	16-23
3.	Effectiveness of Employee’s Personality Test in Mitsubishi Heavy Industries India Precision tools Ltd at Ranipet –vellore District	Research Review International Journal of Multidisciplinary. ISSN:2455-3085	5
4.	A Study on Service Quality Perception and Satisfaction of E-Banking with Selected Public and Private Sector Banks in Chennai District.	Emperor International Journal of FinanceandManagementResearch ISSN:2395-5929	6
5.	A Role of SSI in Economic Development (TINY,Small, and Medium Scale Industries) of Kanchipuram District in Tamilnadu.	InternationalConferenceon EmergingTrends inEntrepreneurship DevelopmentISBN:978-93-8787-79-3	6
6.	Consumer Awareness of Cash to Cashless Transaction at Kanchipuram town	InternationalJournalofResearch and Analytical Reviews, Vol.1 SpecialIssueJanuary–2019–E-ISSN : 2348-1269	7
7.	A Study on Customer Perception Towards Online Marketing in Chengalpattu Town	The Research Paper is Original & Innovative it is Done Double Blind PeerReviewedVolume–1Issue4 th April – 2019	5
8	ORGANISATIONAL CULTURE AND ITS IMPACTOFEMPLOYEEPERFORMANCE WITH REFERENCE TO IT SECTOR IN CHENNAI	HUMANITIES AND SOCIAL SCIENCE STUDIESJOURNALJANUARY-JUNE2023 VOLUME-12ISSUE-01,NO.04IMPACT FACTOR : 7.28, GROUP – 1;REF.NO.199 2319-829X	

9.	The Digital Leadership Playbook: Strategies for Success	Saveetha College of Liberal Arts & Sciences	
10.	Navigating the Future : Insights into Productivity and Well – Being in Hybrid Work Environments	Double –Blind Peer Reviewed, Refereed & Open Access, UGC CARE Listed Journal. International Journal of Cultural Studies and Social Sciences .ISSN – 2347 – 4777, Vol.20, Issue – 01, No.13, January – June – 2024. With Impact Factor – 7.138	269 – 274
11.	Evaluation of the Impact of E – Wom on consumer Buying Performance for Organic Products in India	UGC Care Approved, Group I, Ref.No. 199 “ Social Science “ Peer Reviewed, Bilingual, Multi – disciplinary Referred Journal, Humanities and Social Science Studies Journal. ISSN : 2319 – 829X, Vol – 12, Issue 01, No. 20 January – June - 2023. Inpact Factor = 7.28	245 - 256
12.	A Study on Investors Consciousness and Perception of Diversified Investment Opportunities with Special Reference to Chennai City	UGC Care Approved, Group I, Peer Reviewed, Bilingual, Multi – disciplinary Referred Journal, Education and Society, SavitribaiPhule Pune University. ISSN : 2278 – 6864, April – June – 2023. Impact Factor : 6.718	173 – 180
13.	Impact of Electronic Word of Mouth (EWOM) on Purchase Decisions of Consumer for FMCG in India	NOVYI MIR Research Journal Advanced Researche in Data Science and E-Commerce Technologies – ISSN : 0130 – 7673 Vol:8 ISSUE 1, 2023	299-317
14.	Impact of Organizational Culture on Organizational Performance	Journal of the Oriental Institute : ISSN : 0030-5324 Vol. Issue. 03, No.17 July – September – 2022 UGC Care Approved, Group 1 Peer Reviewed and Referred Journal	
15.	Basic Case Study on Impact of Covid- 19 on Private School Teachers	Journal of Education: RabindraBharati University ISSN: 0972-7175, Vol. XXIV, No.: 1(II),2022. UGC Care Approved, Peer Reviewed and Referred Journal	88 – 91
16.	Impact of Electronic Word of Mouth and its Influence in Purchase	Journal of Education: RabindraBharati University ISSN: 0972-7175, Vol. XXIV, No.: 1(II),2022. UGC Care Approved, Peer Reviewed and Referred Journal	80 – 84
17.	A study of Job Satisfaction and its Effect on the Performance of Employees Working in Private Sectors Organizations	Journal of Education: RabindraBharati University ISSN: 0972-7175, Vol. XXIV, No.: 1(II),2022. UGC Care Approved, Peer Reviewed and Referred Journal	85 – 87

18.	Impact of MSMED Act 2006 on the Operational Functioning of MSMEs(A Study With Special Reference to entrepreneurs in Chennai City)	Journal of the Asiatic Society of Mumbai ISSN: 0972-0766 Vol.:XCIV, No:06, 2021 UGC Care Approved, Group -1 Peer Reviewed and Referred Journal	
19	Influencer's Marketing and its Effect on Purchase Intention	International Journal on Research and Development – A Management Review	332 - 337
20	A Review on Factors Influencing Consumer Purchase Decision on Instagram	International Journal for Novel Research in Economic, Finance and Management	1 – 5
21.	Digital marketing as growth catalyst for start-UPS in Chennai : An Empirical study	International journal of innovative Research in technology	7267-7271

14. Awards/Distinction: Nil

15. Membership in Professional Bodies: Nil

16. Seminars Conferences Organized / Participation:

S.NO.	Program Attended	Place	Organized/Participated	Period
1.	FDP on Multivariate Analysis using SPSS	Karpaga Vinayaga College of Engineering and Technology	Participated	27.07.2020– 29.07.2020
2.	Self – Help Groups Mapping Exercise	National Conference Inclusive Economic and Business Growth Through Information Technology	Participated/Presented	25 th January- 2019
3.	Quality Enhancement in Higher Education System	Internal Quality Assurance Cell(IQAC)of K.M.G.College of Arts and Science, Gudiyattam	Participated	10 th January- 2019
4.	Introduction to Programming: A pedagogical Approach	Indian Institute of Technology, Kanpur	Participated	17 th June-2019
5.	Intellectual Property Rights	Tamil Nadu State Council for Science and Technology, Chennai	Participated	13 th September-2019
6.	Industry 4.0 and the Future of Learning, Research and work	University of Madras and Miles Education, Chennai	Participated	4 th October-2019
7.	Mutual Funds and Private Equity – Investor Protection	Investor Awareness by Institute of Company Secretaries of India	Participated	10 th January- 2019
8.	The Future of Learning- Skills & Experiential Learning	University of Madras and Miles Education, Chennai	Participated	25 th March-2019
9.	Margadarshan-60mm.- Expo-2018	Sri Sankara Arts & Science College, Kanchipuram.	Organized	19 th March 2018
10.	Internal Quality Assurance cell- IQAC National Conference on “Towards Achieving Excellence in Higher Education”	Sri Sankara Arts & Science College, Kanchipuram.	Participated	15 December 2017
11.	Faculty	Sindhi College of Arts and Science, Chennai	Participated	27 th February
12.	Development Programme On Research Methodology	Science, Numbal, Chennai- 600077.	Participated	2016
1.3	International Conference on Business Research-	SRM University ,Kattankulathur, Chennai.	Participated/Presented	29 th &30 th September 2015

	Exploring Innovations in Service Sectors			
14.	International Seminar on Self Management	Sri Venkateswara University, Tirupati, A.P. India	Participated	11 th August 2014
15.	One Day Investors' Awareness Programme Jointly Organized by the Institute of Company Secretaries of India (ICSI)	Sri Muthukumaran Arts & Science College, Chikkarayapuram, Chennai-600069	Participated	12 th December 2013
16	Quantum Innovations Using AI & LOT for Business Intelligence	PSG College of Arts & Science	Presented	20 th February, 2025
17	Nuances of Article and Thesis Writing	Sri Sankara Arts and Science, College, Kancheepuram	Participated	25 th , 26 th September - 2025
18.	Digital Technologies for Sustainable Heritage Preservation: Enhancing Operational Efficiency in Cultural Knowledge	SRM Institute of Science and Technology, Ramapuram	Presented	19 th September 2025

17. Projects Completed: NIL

18. Any other Details:

S.No.	Programme	Organized	Period
1.	Rally	God-Greenisour Dream-Rally - Kanchipuram	February, 20, 2020
2.	Innovation, Business Models and Entrepreneurship	NPTEL Online certification (Funded by the Ministry of HRD, Govt. of India).	Aug-Sep: 2018
3	Annual Sports Day 2025 – 2026 Badminton Runner	Sri Sankara Arts and Science College, Kancheepuram	2025 – 2026
4	Srushti Bazaar – 2025 Mega Young Entrepreneur Expo	Sri Sankara Arts and Science College, Kancheepuram	8 th January – 2025

5.	Srushti Bazaar – 2025 Mega Young Entrepreneur Expo	Sri Sankara Arts and Science College, Kancheepuram	23 th , 24 th February – 2026
6	My Bharat Kendra - Kancheepuram	Sri Sankara Arts and Science College, Kancheepuram	25 th February – 2026