

Name	Dr. R.Kanakarathinam
Designation	Assistant Professor
Education Qualification	M.Com., M.Phil., MBA., PGDCA, NET,SET, Ph.D.,
DOB	24.07.1978
Email	drathina@gmail.com
Teaching Experience	13 Years 6 Months
Area of Interest	Marketing, HRM
Research Guidance	3
Presenting Guest Lecture	-
Seminar, Workshop, Conference Attended	3
Faculty Development Program Attended	2
Resource Person in seminar/FDP/ Conference/ Workshop	-
Paper Presented	6
Paper Published in Journals	4
Paper published in conference /Proceeding	1
Books Published	-

SEMINAR, WORKSHOP, CONFERENCE ATTENDED

- ❖ Participated in Workshop on "E-Banking- The Digital Ways" at NGM College, Pollachi, on 29th January 2019.
- ❖ Participated in symposium on "Entrepreneurship in 4G Era " at NGM College, Pollachi, on 16th March 2017.
- ❖ Participated in state level symposium on “Overseas trade” at NGM College, Pollachi, on 3rd January 2017.

FDP

- ❖ Assistant Professor, Department of Commerce (SF), has attended a two days Faculty Development programme on “**COMPUTERISED ACCOUNTING USING TALLY ERP 9**” in NGM college of Arts and Science, Pollachi on 16th and 17th February, 2017.
- ❖ Assistant Professor, Department of Commerce (SF), has attended a one days Faculty Development programme on “**Teaching Learning Method**” in Dr.NGP Arts and Science college, Coimbatore

PAPER PRESENTED

- ❖ Paper presented in International conference on “**Challenges of Green Marketing**”, organized by P.K.R Arts College For Women, Gobi on 17th September 2012

- ❖ Paper presented in National level seminar on “**Financial Inclusion**” organized by Dr.N.G.P Arts and Science College, Coimbatore on 6th September 2013.
- ❖ Paper presented in National level seminar on “**Role of Financial institution in assisting women entrepreneur**” organized by Kongunadu Arts and Science College, Coimbatore on 7th August 2013
- ❖ Paper presented in National level seminar on “**Socio Economic Status of Groundnut Women Farmers in Pollachi Taluk**” organized by Dr.N.G.P Arts and Science College, Coimbatore on 16th August 2016.
- ❖ Paper presented in National level seminar on “**Groundnut Farmer’s role in household savings and investment**” organized by Sree Saraswathi Thyagaraja College, Pollachi on 26th and 27th of February 2016.
- ❖ Presented paper entitled on “**Impact of ICT in Textile Industry with special reference to Tirupur District**” in Two day National seminar on "Sri Vidhya College of Arts and Science, Virudhunagar, Tamil Nadu.

PAPER PUBLISHED

- ❖ Published an article on “**A Study on the Stress Management of workers in Construction Sector, Coimbatore**” in the International Journal, Asian Academic Research Journal of Multidisciplinary in Volume: 1, Issue: 16, page nos.709-715, December 2013, ISSN No 2319 –2801(Online).
- ❖ Published an article on “ **A Study on Customers Preference towards Royal Enfield motor bikes in Coimbatore city, Tamilnadu**” in the International Journal, International Journal of Advanced Research in Business Management and Administration in Volume : 1 , Issue : 2 , page nos.114-121, December 2013 , ISSN No 2320 – 7248(Online).
- ❖ Published a research article entitled” **Quality of Work Life of Textile Employees - With Special Reference to Tirupur District, Tamilnadu, India**” in International Journal of Engineering and Management Research Volume-6, Issue-3 , Page Nos: 602-606 ISSN (Online):2250-758|| ISSN (Print): 2394-6962 June 2016.
- ❖ Published a research article entitled” **Level of satisfaction of mobile banking adoption in Pollachi Taluk**” in International Journal of Scientific Research Volume-6, Issue-11 , Page Nos: 175-176 ISSN :2277-8179 November 2017. (**IMPACT FACTOR4.176 PEER REVIEWD JOURNAL**)

POST PROCEEDING

- ❖ Paper presented in National level seminar on “**Groundnut Farmer’s role in household savings and investment**” organized by Sree Saraswathi Thyagaraja College, Pollachi on 26th and 27th of February 2016.