



Dr. G. NEDUMARAN
Associate Professor

Contact

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

Teaching Experience: 18 Years

Research Experience: 15 Years

Additional Responsibilities

1. University SC/ST Cell- Coordinator
2. Career guidance and placement cell-Coordinator

Areas of Research

Marketing, Accounting and Finance

Research Supervision / Guidance

| Program of Study | | Completed | Ongoing |
|------------------|---------|-----------|---------|
| Research | Ph.D. | - | 03 |
| | M.Phil. | 23 | 01 |
| Project | PG | 42 | - |

Publications

| International | | National | | Others |
|---------------|-------------|----------|-------------|---|
| Journals | Conferences | Journals | Conferences | Books / Chapters / Monographs / Manuals |
| 11 | 11 | 10 | 13 | 09 |

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 04

Events Participated

Conferences / Seminars / Workshops: 26

1. International -18
2. National-19

Other Training Programs

1. National-04
2. State level-05

Resource persons in various capacities

Number of Invited / Special Lectures delivered: 03

Recent Publications

1. Dr. G. Nedumaran, "customer perception and usage intention on mobile payment", International Journal of Business and Administration Research Review , Vol.-1,(Impact factor: 3.85)

2. Priyanga. M & Nedumaran. G, "Determinants of Environmental Product and Process Innovation" International Conference of Global Growth: Gears & Glows, vol.2, Feb, ISBN: 8193331648, page no. 188-191.
3. Sugashini. D & Nedumaran. G, (2016) "Social Entrepreneurship and Regional Economic Development: Conceptual Frame Work" International Conference of Global Growth: Gears & Glows, vol.2, Feb, ISBN: 8193331648, page no. 176-199.
4. Nedumaran G. (2016), "M-commerce in India; Customer Perception and usage Intention on Mobile Payment", National Conference on "the Dynamics of Commerce in the 21st Century.
5. Nedumaran G. (2016), "Challenges of E-Commerce on Consumer Protection", National Seminar, Consumer Protection An Empowerment in India in the Week of Technology Domination
6. Nedumaran G. (2016), "Consumer protection: A study on Difference Media options towards Rural and Urban perspective" National Seminar, Consumer Protection An Empowerment in India in the Week of Technology Domination.
7. Nedumaran G. (2016), "Digital Marketing trends in India", ALUMASC on Recent Trends in Management Research.
8. Nedumaran G. (2016), "Tamil Panpaattu Vanigamuraigal", National Seminar, Tamil Panpaattu Maiyam.
9. Nedumaran G. (2016), "Vocational Education in Chola Kingdom", Educational Practices Chola kingdom (850-1279 AD) EPICK-2016
10. Nedumaran. G (2017), "Online Marketing", One Day National Level Seminar on Innovative Practices in Modern Business.
11. Nedumaran. G (2017), "Customer Relationship Management", One Day National Level Seminar on Innovative Practices in Modern Business.