

Dr. G. VENGATESAN

Associate Professor
School of Commerce
KPR College of Arts, Science and Research
Arasur, Coimbatore – 641 407.



Qualification : M.Com (CA), MBA, Ph.D.

Experience : **Teaching** : 13 Years **Industry** : 3 Months **Research** : 8 Years

Research Areas : Human Resources Management, Human Analytics,
Marketing Analytics

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✉ vengatesan.g@kprcas.ac.in

🌐 [http:// www.kprcas.ac.in/academics/](http://www.kprcas.ac.in/academics/)

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Chikkanna Govt Arts College, Tirupur.	2017
M.B. A	Master of Business Administration	Bharathidasan University, Trichy	2011
M.Com (CA)	Commerce with Computer Applications	Hindusthan College of Arts and Science, Coimbatore	2008
B. Com (CA)	Master of Computer Applications	P.R. Engineering College, Thanjavur. [Anna University – Chennai]	2010

Online Certifications

Certification Details	Area of Specialization	Institution / University / Agency Name	Year
	Introduction to Personal Branding	Coursera Certification	2020
	Personal and Family Financial Planning		
	Initiating and Planning Projects		
	Draw and Style Custom Letters with Inkscape		

Online Certifications	Market Research and Consumer Behaviour		
	Certification on Digital Marketing		
	Diploma in Banking and Finance	Udemy Certification	
	Accessibility tools: Meeting the needs of diverse learners	Microsoft Certification	2020
	Transform Learning with Microsoft Teams		



Academic Positions @ KPRCAS

- Associate Professor- School of Commerce



Conferences, Seminars & Talks

Participation in Seminars

1. 25th February 2009 - Impact of Crisis Worries Indian Technology Firm - Kongu Arts & Science College, Erode
2. 18th July 2009 - Indian Economy in 21st Century - Erode Arts College, Erode
3. 24th September 2010 - Role of Green Banks in India - Maharaja Arts & Science College, Coimbatore
4. 8th October 2010 - Role of Risk Management - Karpagam University, Coimbatore
5. 7th September 2011 - Green Marketing - Angappa College of Arts & Science, Coimbatore
6. 30th September 2011 - Challenges in Global Marketing - K.S.G College of Arts & Science, Coimbatore
7. 1st October 2011 - Rural Banking in India - KG College of Arts & Science, Coimbatore.
8. 27th January 2012 - E-Governance in Higher Education - RVS College of Arts & Science, Coimbatore
9. 18th September 2012 - Business Ethics - Vellalar College for Women, Erode
10. 1st February 2013 - Consumer Protection Act - Hindusthan College of Arts & Science, Coimbatore
11. 1st February 2013 - Human Resource Management - Karpagam University, Coimbatore
12. 9th January 2014 - India Specific Challenges in Global Growth Dynamism - A Management Perspective - Sree Saraswathi Thiagarajan College, Pollachi
13. 28th August 2014 - Future Functionalities in Mobile Banking - Sri Ramakrishna Mission Vidyalaya College, Coimbatore
14. 21st December 2015 - Insurance Sector for Sustainable Development of India - Michael Job College of Arts & Science for Women, Coimbatore
15. 8th September 2016 - Problems and prospects of Financial Literacy - Dr.N.G.P. Arts & Science College, Coimbatore.
16. 7th January 2017 - Quality Enhancement in Higher Education - Sankara College of Science and

Commerce

17. 10th January 2018 - Digital India & Its Transformation - Kongunadu Arts & Science College, Coimbatore
18. 31st January 2018 - Plastic Money - SNMV College of Arts & Science, Coimbatore
19. 9th February 2018 - Banking on E-Cashless Transactions - Nandha College of Arts & Science, Erode
20. 28th February 2018 - New Payment Technologies - Dr.N.G.P. Arts & Science College, Coimbatore.
21. 20th July 2018 - A Study on Online and Offline Marketing Strategies - VLB Jannakiammal College of Arts & Science, Coimbatore
22. 28th August 2018 - Banking Sector in Insurance Industry - Sasurie College of Arts & Science, Tirupur



Participation in Conference

International Conference

1. 6th September 2012 - Housing Crisis - Tirupur Kumaran College for Women, Tirupur
2. 17th September 2012 - Green Marketing - P.K.R. Arts College for Women, Gobichettipalayam
3. 13th August 2013 – Depositories - P.K.R. Arts College for Women, Gobichettipalayam
4. 7th February 2014 - The Role of RBI in India - Hindusthan College of Arts & Science, Coimbatore
5. 27th August 2014 - Insurance Industries - Issues & Challenges -SNR Sons College, Coimbatore
6. 6 th February 2015 - Indian Life Insurance Engineering - The Changing Trends - Hindusthan College of Arts & Science, Coimbatore
7. 12th August 2015 - Emergence of E-Commerce in Payment System - Rathinam College of Arts & Science, Coimbatore.
8. 25th August 2015 - Social Entrepreneurship - Tiruppur Kumaran College for Women, Tirupur.
9. 23rd September 2015 - Risk Management in Binary Sector - Dr.R.V.Arts & Science, Coimbatore
10. 5th February 2016 - Blended Knowledge Environments in Advance Education - Hindusthan College of Arts & Science, Coimbatore
11. 18th August 2016 - Re-Engineering Business Concepts & Rapid Changes in World Wide Business Patterns - Rathinam College of Arts & Science, Coimbatore.
12. 27th August 2016 - Accelerating Global Economic Growth through Knowledge & Innovation - KSR College of Arts & Science, Namakkal.
13. 7th September 2016 - Contemporary Issues on Modern Research - Nandha Arts & Science College, Erode.
14. 28th September 2016 - Online Shopping - Sankara College of Science & Commerce, Coimbatore
15. 30th August 2017 - Remonetisation: Introspect and Prospect - Vellalar College for Women, Coimbatore
16. 6th September 2018 - Impact of culture in International Business - Dr.GRD College of Arts & Science, Coimbatore
17. 12th September 2018 - Impact of Digital Economy in India - Bharathidasan College of Arts & Science, Coimbatore
18. 5th October 2018 -Cyber Crime in India -Sankara College of Science & Commerce, Coimbatore

Participation in Workshop

- 10th & 11th April 2020 - 2 Days - Online Workshop Intellectual Property Rights - IPPO
- 19th to 21st April 2020 - 3 Days - Online Workshop Reference Management Tools and Online Citation Database Indian Academic Researchers Association

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- 20th & 21st April 2020 - 2 Days - Online Workshop - Self Development - Sri Sarada Niketan College of
 - Science for Women
 - 3rd May 2020 - 1 Day - Online Workshop - Enhancing Research Communication Skills Through Science Direct and Mendeley - Dayalbagh Educational Institute

Participation in Orientation Programme / Short Term Courses

- One week online short course on “Research Methodology” by Indian Academic Research Association.
- One week online short course on “Personnel and Stress Management” by Erode Arts and Science College, Erode.
- One week online short course on “Writing Case Studies, Project Preparation & Funding Projects by Indian Academic Research Association.

Participation in Faculty Development Programme

- Seven Days Faculty Development Programme on Web Series organized by Sri GVG Vishalakshi College for Women between 03.05.2020 to 09.05.2020.
- Seven Days Faculty Development Programme on Web Series organized by Bharathiar University between 11.05.2020 to 17.05.2020.
- One day Faculty Development Programme on Innovations and Best Practices in higher Education by Hindusthan College of Arts and Science, Coimbatore.
- One day Faculty Development Programme on Digital Tools for Researcher and ICT by Hindusthan College of Arts and Science, Coimbatore.

Conference / Seminar / Workshop Organized

- Organized International Conference “Crystal 2015” on the topic” Blue Sky Thinking” in PG & Research Department of Commerce with Computer Applications at Hindusthan College of Arts and Science, Coimbatore.
- Organized International Conference “Crystal 2016” on the topic” Digital Era in Commerce” in PG & Research Department of Commerce with Computer Applications at Hindusthan College of Arts and Science, Coimbatore.
- Organized International Conference “Crystal 2017” on the topic” Transcending Boundaries in Corporate World” in PG & Research Department of Commerce with Computer Applications at Hindusthan College of Arts and Science, Coimbatore.
- Organized International Conference “Crystal 2018” on the topic” Social Media for Social Causes” in PG & Research Department of Commerce with Computer Applications at Hindusthan College of Arts and Science, Coimbatore.
- Organized International Conference “Crystal 2019” on the topic” Innovation in I5” in PG & Research Department of Commerce with Computer Applications at Hindusthan College of Arts and Science, Coimbatore.
- organized various Seminars, Guest Lecturers, Webinars in PG & Research Department of Commerce with Computer Applications at Hindusthan College of Arts and Science, Coimbatore.



Invited Speaker / Session Chair- Conference / Seminar / Workshop

- Acted as Resource Person on the topic “Advanced Excel” @ Chikkanna Govt Arts and Science

College, Tirupur on 11.09.2014.

- Acted as Resource Person on the topic “Current Scenarios in Financial Management” @ Sri Ramakrishna College of Arts and Science, Coimbatore on 10.02.2021.
- Acted as Resource Person on the topic “Career Opportunities in Marketing” @ Angappa College of Arts and Science, Coimbatore on 27.03.2021.

Awards / Honours

Awards / Honors	Agency / Institute	Year of Award
Best Faculty Excellence Award	RVS College of Arts and Science, Coimbatore	2010 - 2011
Citation Award	RVS College of Arts and Science, Coimbatore	2012 - 2013
Best Co-Ordinator	Hindusthan College of Arts and Science, Coimbatore	2016
Indian Iconic Personality Award	Glorious Organisation for Accelerated Literacy (GOAL)	2019

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
International Journal for Science, Engineering and Technology	Lifetime	11.09.2016 Onwards
International Journal of Commerce and Management Research	Lifetime	12.01.2018 Onwards
International Journal of Emerging Technology and Innovative Research	Lifetime	11.02.2019 Onwards
International Journal of Creative Research Thoughts	Lifetime	05.08.2019 Onwards
Institute for Engineering Research and Publications	Annual	06.01.2021 to 31.12.2021
Blue Eyes Intelligence Engineering and Sciences Publication	Annual	2021 - 2022



Project Contribution

Name of the Project	Agency / Institute	Year / Status
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Gen X Parenting Crisis towards Adolescent Behaviour in Tamil Nadu State	UGC Stride – Component II	2019 - Applied
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Recognition National / International

Nature of Recognition	Organization / Institution	Year
Received Special Project Certification	HP, Chennai	2010
Certification on Malware and Security Analysis	CDAC, Hyderabad	2012
Participated -Microsoft AI Class Room Series	Microsoft Corporation	October 2020
GEO Processing using Python	ISRO & IIRS, India	January 2021

Teaching: Subjects Taught

- Information Technology, C++, JAVA Programming, Digital Marketing, DBMS, Internet and Web Designing, Marketing Management, Human Resource Management, Research Methodology, Organizational Behaviour.

Academic Networks

	https://vidwan.inflibnet.ac.in/profile/162043
	https://scholar.google.com/citations?user=g5eguTMAAAAJ&hl=en
	https://orcid.org/0000-0002-5297-8401
	https://academic.microsoft.com/profile/91e969f1-9197-4fi8-e2j6-jei1gf40j568/Dr.G.Vengatesan/
	
PERSONAL WEBSITE / BLOG (EDUCATION - SUPPORTED)	

