




### Department of Management Studies

#### Personal Details

<b>Name:</b>	Dr. Radha Ganesh Kumar	
<b>Designation:</b>	Asst. Professor (Sel.Gr) & Head	
<b>Educational Qualification:</b>	B. Tech, M.B.A, M.Phil., Ph.D.	
<b>Experience:</b>	20 years	
<b>Area of Specialization:</b>	Finance and Marketing	
<b>Date of Joining:</b>	18/12/2007	
<b>E-mail id</b>	<a href="mailto:radgan2013@gmail.com">radgan2013@gmail.com</a>	
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#### Educational Details

S. No	Degree	Branch/Specialization	Institution / University	Year
1.	B. Tech	Electronics and communication	Pondicherry Engineering College	1994
2.	M.B. A	Finance and Production	G.R.G School of Management Studies	1996
3.	M.Phil.	Corporate Secretaryship	Alagappa University	2001
4.	Ph.D.	Management	Alagappa Institute of Management	2006

#### Professional Society Memberships

1. Indian Society of Technical Education: Life Member
2. Indian Science Congress: Annual Member
3. Member of TERA. (Teaching and Education Research Association)

#### Publication Details

Dr. Sujatha & Dr. Radha Ganesh Kumar & Anand J, A Compound Curve Fit Analysis of FDI Flows in Selected Sectors in India, International Journal of Psycho Social Rehabilitation, Vol 24, Issue 05, March ,2020 ISSN :14757192
Anand, Dr. Radha Ganesh Kumar, Recruiters perception on e- recruitment in IT Companies in Chennai. International Journal of Pharmaceutical Research. Oct –Dec 2019.Vol 11
Dr. Sujatha & Dr. Radha Ganesh Kumar, A Linear Curve Fit Analysis of FDI flows in Selected sectors in Chennai. International Journal of Psycho Social Rehabilitation, Vol 23, Issue 04 ,2019
Factors of Visual Merchandising and Store Image and its Correlation with Purchase Decision of Women International. Journal of Management.BusinessResearch.,9(1), 10-16. ISSN No: 2228- 7027, January 2019.
A study of Location of Warehouses And its Impact on Customer Services At 180 Degree Freight Forwarders, Innovation Technologies for Sustainable Agriculture, Challengers and Opportunities for Engineers. (Conference proceedings)
Conference on Sam Paul & Dr. Radha Ganesh Kumar, Global Marketing in India-Opportunities and Challenges, Our Heritage, ISSN 0474-9030, Vol68, Issue 1 Jan2020.

K. Guru, Dr. Radha Ganesh Kumar, & Sujatha. L, Innovative Approach to Game theory in Strategic Business Operations, International journal of research and Analytical review, ISSN 2349-5138
Role of E-Learning and Digital Media Resources in Employability of Management studies, Volume 7, Issue:2 Page No:116-123, The online Journal of Distance Education and e-Learning, April 2019
Innovative approach of game theory in strategic business operations Special Issue Page No: 126-131 International Journal of Research and Analytical Reviews March 2019
Impact of Lighting as a Factor of Visual Merchandising in Retailing, Journal of Advanced Research in Management, Architecture, Technology and Engineering, International Vol.5, Issue 1, January 2019 ISSN NO: 2454 – 9762.4.231/ ICV: 6.44
Factors of Visual Merchandising and Store Image and its Correlation with Purchase Decision of Women, International. Journal of Management.Business. Research.,9 (1), 10-16. International ISSN No: 2228- 7027, 2019. Scopus indexed
The role of Innovation and Technology as levers of brand equity in the automobile industry in Andiamo-VII Page No: 508-515, International Journal of Scientific Research and Review; May 2018
Discovering the Impact of Self-Help Groups on Urban Women Economic Empowerment in Chennai – using SEM Approach, Asian Journal of Research in Social Sciences and Humanities ISSN No 2249 - 7315 October 2016 (Annexure 1 till September 2016)
Impact of EI in teaching, International Journal of Organisational Behaviour and Management Studies, ISSN2279-0950 Vol 5, No4(October2016 to Dec 2016)
Role of EI VS Academic Performance of teaching faculties in Self Financing Arts and Science colleges in Chennai
M Commerce: Promising Future, Vol-1 Page No 22-29, International Journal of Business Intelligence & Innovations
Relevance of Computer Ethics in Business Management, Vol 2 Page No 565 -569, International Conference ISSN No23199032
Comparison of Bankruptcy models, Vol1 Issue 4 Page No 76 – 85, International Journal of Marketing Financial Services and Management Research ISSN No 22773622
A Case study on Self -help groups in 95th ward, Chennai, Vol-4 Page No 39-40, Global Journal for Research Analysis
An analysis of employee attitude on pay and performance appraisal with reference Self- financing engineering colleges, Tamil nadu, Vol.3 Page No: 23-30, Carmel Journal of Management Research
Study on impulse buying in organised retailing, Vol-1 Page No 153-164, International Journal of Business Intelligence & Innovation
Impact of Visual Merchandising on consumer buying in hypermarkets, International Journal of Marketing Research Review 2321 034
Study of emotional employees in Work Place at Jay Shin Limited IV Issue 8, Page No 33 – 36, Indian Journal of Researching No 2250 1991
Financial Challenges of Self-Help Group Women's in Chennai, Annexure II 10 Issue 23, Page No 43422 – 43425, International Journal of Applied Engineering Researching No 0973 4562
The Role of Product Innovation on Customers Evaluation of Brands in the Automobile Industry in India, Research Day: National, March 01,2018
Lightning in Apparel Stores: A Hindrance or an Influence International Conference in Business Management in Fin- Tech Driven age. Sky line University college – Sharjah ,2017
Visual merchandising in Fashion retail store and its effect on brand attitude and purchase decision International Conference in Emerging Mgt and technology for Economic Sustainability International university, Alhosn university, Abu Dhabi 2017
Impact of risk in adoption of e –banking services in India Innovative Business Practices and Consumer Protection in Digital world International MEASI institute of management Vol No. 5, Special issue 3, August 2017 ISSN 2321 -4643 Impact factor :2.082
National Conference on Global Strategies for Inclusive growth, Alagappa University ,19th January 2017
Impact of sensory cues on Consumer Behaviour with Reference to Purchase of Apparels in International Conference on Applied Research in Engineering and Management Sciences on August 12-17 ,2016 at Kuala Lumpur August 12-17,2016
Role of EI VS Academic Performance of teaching faculties in Self Financing Arts and Science colleges in Chennai 23 rd September 2016
International Conference on Emerging Financial Markets -A Study on impact of Microfinance towards empowerment of Women self-help groups in TamilNadu –Dec 2012

International Conference on Critical Analysis of FDI in India – SRM University – Jan 2011
International Conference on Employee Engagement Value Proposition of Corporates – Periyar University – Feb 2011
National Conference on Employee Branding – Bharath University - Dec 2010
International Conference on Changing Scenario of retailing India are we ready – SRM University –Dec 2012
Conference on Human Resource planning in different Sector Transformations of Organisations the Global Era – Valliammai engineering – Sep 2008
National Conference on Nationalized Banks Emerging Standards and Benchmark Transformations of Organisations in the Global Era – Valliammai engineering College – Sep 2008
National Conference on HRP A case study of TRIDENT Relevance of and Management Studies- Rajalakshmi Engg Coll-Jan 2009
International Conference on Developing Women Entrepreneur: Global Entrepreneurship – SRM University – Dec 2007
International Conference on Venture Capital The road ahead Global Business Strategy in competitive environment – Sari Ram College – Sep 2007
<b>No. of Conference /Seminar/STTP /FDP/Symposium organized</b>
Training for 115 students (III year)- Solar Power plant Installation and Maintenance Coordinator,9 <sup>th</sup> January 2017
III Year, II Year (More than 200 Students) Entrepreneurship awareness camp Co Coordinator.3,4,5 <sup>th</sup> March 2016.
Women entrepreneurship development program 1 to Nov 30, 2019
Management Development program for Corporates, Prevention of Sexual Harassment Feb 22,2020

#### No. of Research Proposals submitted for Funding Agency

Dr. Kavitha and Dr. Radha Ganeshkumar and Anand J Women Entrepreneurship Development Programme, National Science and Technology Entrepreneurship Development Board. Amount :2,00,000-2019(**Sanctioned**)

Dr. Radha Ganeshkumar, Impact Lecture Funding Support, Institution Innovation Council,2020 Amount:40,000-2020.

Dr. Radha Ganeshkumar and K. Guru, Employability Challenges of Transgenders in Kancheepuram District. National Human Rights Commission ,2,00,000,2019.

#### Other Activities

1. Co-ordinated activities related to MSME – VEC Technology Incubation Centre.
2. MHRD Institution's Innovation council - President
3. IEDP - Coordinator for college -Representing Valliammai engineering college for entrepreneurial education in Association with NEN and EDI.
4. Grievance Redressal Cell: Chairperson
5. ED coordinator for the college.

#### Research and Development Details

No. of Ph.D. guided	4
No. of Ph.D. candidates guiding:	1
Co-guide:	1 (Annamalai University)
No of Conferences Convened:	2
DC member:	3 (Vel's university, St. Peters University and Sathyabama University)

## Research and Development Details

No. of Books Published:	2 (Edited and published)
No. of STTP/FDP coordinated:	1
No. of workshops coordinated:	9

Patent published: Title: Programming the Supply Chain Network for Customers with uncertain Demand  
Published on 24/01/2020)

Received Best Supervisor Award: International Academicians & Researchers Conclave and Awards.