

Faculty Profile



Dr. M.GANESAN ALIAS KANAGARAJ, M.B.A.,M.Com.,Ph.D.,
Assistant Professor (Senior Grade) – Department of Management Studies.

HIGHLIGHTS:

- Number of Journal Publications: 15
- H-Index: 02
- Project Funding Received: 03
- Patents Published: 01

PROFESSIONAL LINKS:

- Scopus ID: [57215192664](https://www.scopus.com/authid/detail.uri?authorId=57215192664)
- Scopus Link: <https://www.scopus.com/authid/detail.uri?authorId=57215192664>
- Google Scholar ID: <https://scholar.google.co.in/citations?user=jJrZrWAAAAAJ>
- Anna University Faculty ID: 271433
- AICTE Faculty ID: 1-1489365223
- Anna University Supervisor ID: NIL
- LinkedIn: <https://www.linkedin.com/in/dr-m-ganesan-alias-kanagaraj-mariappan-75a288ab/>

PROFESSIONAL BACKGROUND:

- Teaching Experience till date: 15 Years 3 Months

AREA OF SPECIALIZATION:

- Accounting for Decision Making
- Financial Management
- Security Analysis and Portfolio Management
- International Trade Finance

SPONSORED RESEARCH / FUNDING APPLIED / CONSULTANCY:

- Under my Guidance (Dr.M.Ganesan Alias Kanagaraj) Received fund Rs.7,500 from TNSCST Student project (2021-2022) Project Code: SS-230, Title of the Project: An

Empirical Study on the Influence of Microcredit on the Economic Empowerment of Women in Chengalpattu District with focus on Self-Help Groups.

- Under my Guidance (Dr.M.Ganesan Alias Kanagaraj) Received fund Rs.7,500 from TNSCST Student project (2022-2023) Project Code: SS-532, Title of the Project: An Empirical study on the impact of free of cost in government owned city and town buses to empower working women and transgender in improving their standard of living with special reference to Chengalpattu District.
- Under my guidance (Dr. M. Ganesan Alias Kanagaraj), we received a fund of Rs. 3,000 from the SRM VEC Student Project Scheme (2023-2024) for a project titled "Self Deception and Social Media Addiction Among Young Adults with Personality Disorder."

PATENTS PUBLISHED/GRANTED:

- **IOT Enabled Audio Player Integrated Printer** – Indian Patent Published Date: 5/11/2021, Journal Number: 45/2021, Application Number: 336951-001.
- Integrated ESG (Environmental, Social and Governance) Scoring Model for Sustainable Investment Portfolios - Indian Patent - Application Number - 202441099497 - Application ready for publication. Patent Filed date: 16/12/2024.

COURSES CERTIFIED:

- Successfully completed the NPTEL course titled 'Artificial Intelligence for Investments' from January to April 2024.
- Successfully completed the NPTEL course titled 'Financial Accounting' from July to September 2023.
- Successfully completed the NPTEL course titled 'Strategic Management – The Competitive Edge' from August to October 2022.
- Successfully completed the NPTEL course titled 'Entrepreneurship' from July to October 2021.
- Successfully completed the NPTEL course titled 'Management of New Products and Services' from January to February 2020.

ACHIEVEMENTS AND AWARDS:

- Dr.M.Ganesan Alias Kanagaraj & Dr.S.Raja Authored a book titled “Total Quality Management” Published by 720 Degree Research Pvt Ltd., ISBN No: 978-81-954016-7-3, First Edition May 2021.
- Dr.M.Ganesan Alias Kanagaraj Authored a book titled “Management Accounting” Published by Wisdom India Publications, ISBN No: 978-8196256470, First Edition, June 2023.

SPECIAL SESSIONS DELIVERED:

- I had the privilege of delivering a guest lecture titled 'Exploring Career Paths after B.Com (Computer Applications): An In-Depth Analysis' to the third-year B.Com students of Ayya Nadar Janaki Ammal College, Sivakasi, on July 28, 2023.

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

- Presented a paper titled on, “Individual and contextual correlates of Team Leaders attitudes towards depressed employees in Chennai IT Industries” in the International Conference on Leading Beyond Horizon: Engaging Future, organized by Annamalai University on 28th – 30th July 2011.
- Presented a paper titled on, “Team leaders Attitude towards Depressed Employees” in the International Conference on “Global Business Management organized by S.A. Engineering College on 23rd & 24th February 2012.
- Presented a paper titled on, “Managing Depression of Employees in IT Industry” in the International Conference on Synchronizing Management Theories and Business Practices: Challenges Ahead: organized by Annamalai University on 27th – 29th July 2012.
- Presented a paper titled on, “Women Leadership at Home-A Transactional & Transformational Approach” at Global Conference on Women Leadership-(GCWL) held at SRM University on 21st and 22nd February 2013.
- Presented a paper titled on, “Team Leaders Attitude towards Depressed Employees in Chennai IT Industries” at International Conference on Envisioning Management Trends held at SRM Institute of Science and Technology on 14th March 2018.
- Presented a paper titled on, “Perception of Employees attitude of Team Leaders with special reference to IT Companies in Chennai” at International Conference on Eminent Management Practices-A vision for Sustainable Business Growth held at SRM Institute of Science and Technology on 20th March 2019.
- Presented a paper titled on, “Conceptual Study: Employee Perception on Retention Strategy” in the Two Day International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth (ICTMEG2020) conducted at Vellore Institute of Technology, Chennai on 23rd and 24th October, 2020.
- Presented a paper titled on, “A study on Analysis of loans and deposits at axis bank” in the Two Day International Virtual Conference on Business Research conducted at SRM Institute of Science and Technology, Chennai on 24th and 25th November, 2020.
- Presented a paper titled on, “Understanding the Employee Motivation and Productivity” in 8th International Conference on Business Research Organized by the Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, held on 1st & 2nd December 2021.
- Presented a paper titled on, “Impact of Training and Development of Employees Efficiency and Effectiveness – Empirical Evidence” in the 5th International Conference on “Entrepreneurship Innovation and Startup ICEIS 2022” held during 6th & 7th September 2022 at Department of Management Studies, Periyar University, Salem.
- Presented a paper titled on, “ESG Integration in Mutual Funds: Impact on Financial Performance and Risk Management” in the Silver Jubilee International Conference held during 05th & 06th March 2024 at Department of Management Studies, Kristu Jayanti College, Bangalore.
- Presented a paper titled on, “The Impact of AI Technology Adoption On Investor Decision-Making In The Indian Financial Market” in the 2nd International Conference on “Emerging Trends in Business and Management” held during 22nd & 23rd March 2024 at Department of Management Studies, SSN College of Engineering, Chennai.

- Presented a paper titled on, “Exploring Competency Profiles among Emergency Department Nurses - Factors Shaping Skills and Overcoming Barriers” in the 2nd International Conference on “Emerging Trends in Business and Management” held during 22nd & 23rd March 2024 at Department of Management Studies, SSN College of Engineering, Chennai.
- Presented a paper titled on, “Exploring Competency Profiles among Emergency Department Nurses - Factors Shaping Skills and Overcoming Barriers” in the 2nd International Conference on “Emerging Trends in Business and Management” held during 22nd & 23rd March 2024 at Department of Management Studies, SSN College of Engineering, Chennai.
- Presented a paper titled on, “Exploring the potential of AI in Personal Finance Planning and Advisory Services” in the 6th International Conference on “Engineering and Advancement in Technology” held on 27th & 28th September 2024 at Malla Reddy College of Engineering, Secunderabad, India.

PROFESSIONAL MEMBERSHIPS:

- Life Member of ISTE & CSI.

OTHER DETAILS (If any):

EXPERIENCE IN ORGANIZING SEMINARS / WORKSHOPS:

- Regional Seminar on “Indian Securities Market-Entrepreneurship Opportunities for MBA’s on 21st November 2014”, -Sponsored by Centre for Entrepreneurship Development (CED), Anna University & Birla sun life asset Management and organized by Anna University and Institute of Management Studies, SRM Valliammai Engineering College, Kattankulathur, Chennai.
- Co-ordinated 5 days Online Faculty Development Programme on “Security Analysis and Portfolio Management”, between 07-06-2021 to 11-06-2021 organized by Department of Management Studies, SRM Valliammai Engineering College.
- Co-ordinated 5 days Online Faculty Development Programme on “Intellectual Property Rights (IPR) Advance Learning in Research and Innovation” between 14.02.2022 to 18.02.2022 organized by Department of Management Studies, SRM Valliammai Engineering College.
- Co-ordinated Management Development Program on “Capacity Building in Drafting Proposals for Funded Research” on 12.12.2022 organized by Department of Management Studies, SRM Valliammai Engineering College.