

Essential Faculty Profile Information

1. Professional Photograph



2. Basic Information

- Full Name : **Dr.M.GANESAN ALIAS KANAGARAJ**
- Designation : **ASSISTANT PROFESSOR (SENIOR GRADE)**
- Department : **MANAGEMENT STUDIES**
- Employee ID (optional) : **TSBA082**
- Years of Teaching Experience : **17 Years**
- Industry Experience (if any) : **NIL**

3. Educational Qualifications: **M.B.A.,M.Com.,Ph.D**

4. Areas of Specialization: **Financial Management, Accounting for Management**

5. Faculty Research Dashboard (Maximum 300 Words)

The faculty profile should provide a concise overview of the individual's academic qualifications, professional experience, teaching expertise, research contributions, and scholarly achievements. The profile may include:

- Educational Qualifications
- Current Designation and Department
- Teaching and Industry Experience
- Areas of Specialization
- Research Interests
- Number of Publications
- Books/Book Chapters Published
- Patents (if any)
- Funded Research Projects
- Consultancy Activities
- Professional Memberships and Academic Contributions

6. Professional Identifiers

Provide clickable links for:

- Scopus Author ID:
<https://www.scopus.com/authid/detail.uri?authorId=57215192664>
- ORCID ID : <https://orcid.org/0000-0001-6714-463X>
- Google Scholar Profile : <https://scholar.google.co.in/citations?user=jJrZrWAAAAAJ>
- Web of Science Researcher ID : QLU-6458-2026
- Vidwan Profile : 712542
- LinkedIn Profile : <https://www.linkedin.com/in/ganesan-alias-kanagaraj-m-75a288ab/>

7. Contact Information

- Official College Email ID : ganesanm@saveetha.ac.in

8. Updated Resume/CV

- Downloadable PDF Resume

9. Academic Contributions

- Subjects Handled : Accounting for Management, Security Analysis and Portfolio Management, AI in Accounting.
- Conference Presentations :

Presented a research paper titled *“Revisiting Technical Analysis in the Era of Algorithmic Trading: A Conceptual Framework”* as an oral presentation at the *3rd International Conference on Business Transformation Through AI: A Multidisciplinary Approach*, organized by the Department of Professional Management Studies, Kristu Jayanti University, in collaboration with University American College, held on 4–5 February 2026.
- FDPs/Workshops Attended:

Successfully completed the NPTEL–AICTE Faculty Development Programme on *Financial Statement Analysis and Reporting* during the January–April 2026 session.
- FDPs/Workshops Conducted :

Organized Workshop titled *“Building Financial Literacy & Stock Market Skills using Nsmart Fintech Lab”* organized by Department of Management Studies, Saveetha Engineering College on 21-02-2026.
- Guest Lectures Delivered :
 - Delivered an invited guest lecture titled *“Smarter Money in Your 20s: A Real-World Guide to Staying Financially Strong”* at Madras School of Social Work, Chennai, organized by the PG Department of HR & OD, on 25 November 2025.

- Delivered an invited guest lecture titled *“Investment Strategies for Young Investors: Building Wealth in Your 20’s”* at Ayya Nadar Janaki Ammal, Sivakasi, organized by the Department of Commerce (E-Commerce), on 15th December 2025.
- Delivered an invited guest lecture titled *“Financial Literacy for Young Adults: Building Wealth from your first salary”* at Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai, organized by the Department of English, on 29th January 2026.

10. Membership in Professional Bodies

Professional Membership: Life Member, Indian Society for Technical Education (ISTE).

11. Awards and Recognitions

- Best Faculty Awards : NIL
- Research Excellence Awards : NIL
- Appreciation Certificates :

Panel Chair, *International Conference on Emerging Practices in Business and Management (ICEPBM 2026)*, organized by the Department of Management Studies, Saveetha Engineering College, 15–16 May 2026.

- Academic Achievements :
 - Produced 100% results in various subjects.
 - Getting Excellent Feed-back from regular students.

12. Research Metrics Dashboard/ Publication Repository

Display:

- Total Publications : 25
- Scopus Publications : 18
- Citation Count : 8
- h-index : 2
- i10-index : 0

13. Current Responsibilities

- Class Coordinator : NA
- IQAC Member : NA
- Research Coordinator : NA
- Placement Coordinator : NA
- Conference Coordinator :

Conference Co-Convener: *International Conference on Emerging Practices in Business and Management (ICEPBM 2025)*, organized by the Department of Management Studies, Saveetha Engineering College, on 22–23 May 2025.

14. Recent Activities (Dynamic Section)

Show latest:

- Publications :

Published an article titled *“Revolutionizing Customer Experience Through Sustainable Marketing Strategies and Ethical Brand Positioning in the Digital Age”* in the *Indian Journal of Information Sources and Services* (ISSN: 2231-6094), Vol. 16, No. 2, 2026, pp. 206–214. (Scopus-Indexed Q2 Journal).

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- Guest Lectures

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- Awards : NIL

- Consultancy Projects : NIL