

NEHRU MEMORIAL COLLEGE (AUTONOMOUS)

PUTHANAMPATTI-621007

STAFF PROFILE

NAME OF THE STAFF : Dr. P.DHANASEKARAN
DESIGNATION : Assistant Professor
DEPARTMENT : Commerce



1. CONTACT

Address : Nehru Memorial College
Contact Phone (Office) : -
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Skype id :

2. ACADEMIC QUALIFICATIONS

Degree	College/University/Board	Year of Passing/ Awarded
Ph.D (Commerce)	Periyar E.V.R. College, Tiruchirappalli-23/ Bharathidasan University.	2022
M.Phil (Commerce)	Periyar E.V.R. College, Tiruchirappalli-23/ Bharathidasan University.	2014
MBA (Finance)	Bharathidasan University.	2013
M.Com	Periyar E.V.R. College, Tiruchirappalli-23/ Bharathidasan University.	2013
B.Com	Periyar E.V.R. College, Tiruchirappalli-23/ Bharathidasan University.	2010

3. TEACHING EXPERIENCE

S. No.	Institution	Duration	No. of Years	
			UG	PG
	Nil			
	Nil			

4. RESEARCH EXPERIENCE (in years) : Nil**5. AREA OF RESEARCH : Marketing****6**. RESEARCH GUIDANCE (In Numbers)**

Program of Study		Completed	Ongoing
Research	Ph. D.	Nil	Nil
	M. Phil.	Nil	Nil
Project	PG	Nil	Nil

7. PUBLICATION(S) (In Numbers)**

Journal(s)		Proceeding(s)		Book(s) / Chapter(s) / Monograph(s) / Manual(s)
International	National	Internati onal	National	
Consumer Behaviour towards Online Purchase in Tiruchirappalli	A Study on Consumer Behaviour towards Online Marketing in Tiruchirappalli District			
Performance Analysis and Problems of Online Buying Customers in Tiruchirappalli City	Consumer Behaviour though Online Marketing in Tiruchirappalli District			
A Study on Punter's Manner towards Online Marketing in Tiruchirappalli District	A Study on Online Marketing Process India			

Cumulative Impact Factor (as per JCR)	
h-index	
Total Citations	

8. PRESENTATION(S) (In Numbers)**

Events	International	National	State	Regional
Conference(s)	2	3	-	-
Seminar(s)	1	2	-	-

9. PARTICIPATION (In Numbers)**

Events	International	National	State	Regional
Conference(s)	2	3	-	-
Seminar(s)	1	2	-	-
Workshop(s)	1	3	-	-
Symposium(s)	-	-	-	-

10. PROFESSIONAL DEVELOPMENT (In Numbers)**

Orientation Programme(s)	Refresher Course(s)	Faculty Development Programme(s)	Short Term Course(s)	Online Course(s)
		2		

11. FUNDED RESEARCH PROJECT(S)

List of ongoing Project(s)					
S. No.	Agency	Period		Project Title	Grant Allocated (Rs. In Lakhs)
		From	To		
	-	-	-	-	-

List of Completed Project(s)					
S. No.	Agency	Period		Project Title	Grant Allocated (Rs. In Lakhs)
		From	To		
	-	-	-	-	-

Consultancy Project(s)	-
Patent(s) (Applied/Received)	-

12. DISTINCTIVE ACHIEVEMENT(S) / RECOGNITION(S) / AWARD(S)**13. OVERSEAS EXPOSURE / VISIT(S) (Academic & Research)**

14. EVENT(S) ORGANIZED

S. No.	Name of the Programme	Role of Responsibility held	Name of the Resource Person	Date of the Event

15. ACADEMIC / ADMINSTRATIVE RESPONSIBILITIES HELD**16. SERVED AS A RESOURCE PERSON (INVITED TALKS / GUEST LECTURES)****17. DETAILS OF MEMBERSHIP**

Editorial Board	-
Referee (Peer Reviewed Journal)	-
Academic Bodies (Board of studies)	-
Professional Bodies	-

18. EXTENSION ACTIVITIES / OUTREACH PROGRAMME

S. No	Title	Place	Date	Beneficiaries
-	-	-	-	-

19. ANY OTHER ACTIVITIIES

Articles published in Newspaper(s) / Magazine(s)	-
Products Developed	-
Number of Ph. D. thesis evaluated	-
Number of Ph. D. Public Viva Voce Examination conducted	-

20. DETAILS OF RESEARCH GUIDANCE

Ph. D. (Completed)			
S. No.	Name	Title of thesis	Year of award
-	-	-	-
M. Phil. (Completed)			
S. No.	Name	Title of thesis	Year of award
-	-	-	-

21. DETAILS OF PUBLICATIONS**(a) JOURNAL(S)**

S. No.	Name of the author/s	Title of the paper with e-link	National/ International	Name of journal	Volume Page No & Year	ISSN
1.	Dr.P.DHANA SEKARAN	Consumer Behaviour towards Online Purchase in Tiruchirappalli	International	Applied Business and Economic Research	Vol.17, Issue IX, Number - 2, 2019	0972-7302
2.	Dr.P.DHANA SEKARAN	A Study on Consumer Behaviour towards Online Marketing in Tiruchirappalli District	National	A Journal of Composition Theory	Vol.XII, Issue IX, September -2019	0731-6755
3.	Dr.P.DHANA SEKARAN	Performance Analysis and Problems of Online Buying Customers in Tiruchirappalli City	International	The International Journal of Analytical and Experimental Modal Analysis	Vol. XI, Issue IX, September -2019	0886-9367
4.	Dr.P.DHANA SEKARAN	Consumer Behaviour though Online Marketing in Tiruchirappalli District	National	Studies in Indian Place Names	Vol.40, Issue 12, February -2020	2394-3114
5.	Dr.P.DHANA SEKARAN	A Study on Punter's Manner towards Online Marketing in Tiruchirappalli District	International	SHODH SARITA, An International Bilingual Peer Reviewed Refereed Research Journal,	Vol.7, Issue 27, July-September -2020	2348-2397

6.	Dr.P.DHANA SEKARAN	A Study on Online Marketing Process India	International	SHODH SANCHAR BULLETI N, An Internatio nal Bilingual Peer Reviewed Refereed Research Journal	Vol.10, Issue 37, July- Septemb er -2020	2229- 3620

(b) PROCEEDING(S)

S. No.	Name of the author/s	Title of the paper	National/ International	Name of Conference	Page No & Year	ISBN
-	-	--	-	--	-	-

(C) BOOK(S) / CHAPTER(S) / MONOGRAPH(S) / MANUAL(S)

S. No.	Details
-	-

22. DETAILS OF PRESENTATION(S)

(Conference(s) / Seminar(s))

S. No.	Name of the Paper	Name of the Conference / Seminar	National/ International	Place	Duration/ Date
1.	Consumer Behaviour towards Online Purchase in Tiruchirappalli	Emerging Trends and Challenges in Commerce	International	NPR Arts and Science College, Natham, Dindigul	31 st January 2019
2.	Consumer Behaviour though Online Marketing in Tiruchirappalli District	India-Sri Lanka Trade Relations- Ancient Periods to Modern Era	International	Periyar E.V.R. College Tiruchirappalli	21 st February 2020
3.	E-Banking in Rural Areas- An Analysis	Inclusive Banking Through Technology	National	Periyar E.V.R. College, Tiruchirappalli	21 st February 2014
4.	Consumer Behaviour through	Advancement in Business in The Digital	National	Jamal Mohamed College,	20 th September 2018

	Online Marketing in Trichy	Era		Tiruchirappalli	
5.	Performance Analysis and Problems of Online Buying Customers in Tiruchirappalli City	Advancement in Business in The Digital Era 2019	National	Jamal Mohamed College, Tiruchirappalli	25 th September 2019
6.	A Study on Consumer Behaviour Towards Online Marketing in Tiruchirappalli	Advancement in Business in The Digital Era 2019	National	Jamal Mohamed College, Tiruchirappalli	25 th September 2019
7.	Financial Inclusion for Inclusive Growth – Issues & Challenges	UGC sponsored	National	Periyar E.V.R College Tiruchirappalli	27.04. 2013

23. DETAILS OF PARTICIPATION

(Conference(s) / Seminar(s) / Workshop(s) / Symposium(s))

S. No.	Name of the event(s)	Sponsored by	Conducted by	Place	Duration/ Date
Conference(s)					
-	-	-	-	-	-
-	-	-	-	-	-
Seminar(s)					
-	-	-	-	-	-
Workshop(s)					
-	-	-	-	-	-
-	-	-	-	-	-
Symposium(s)					
-	-	-	-	-	-
-	-	-	-	-	-

24. DETAILS OF PROFESSIONAL DEVELOPMENT

(Orientation / Refresher Course / FDP / Short Term Course / Online Course)

S. No.	Name of the events	Sponsored by	Conducted by	Place	Duration/ Date
Orientation Programme					
-	-	-	-	-	-

-	-	-	-	-	-
Refresher Course					
-	-	-	-	-	-
-	-	-	-	-	-
Faculty Development Programme					
-	-	-	-	-	-
-	-	-	-	-	-
Short Term Course(s)					
-	-	-	-	-	-
-	-	-	-	-	-
Online Course(s)					
-	-	-	-	-	-
-	-	-	-	-	-