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**Designation** : Assistant professor  
**Department** : Commerce  
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## ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph.D.	Commerce	Dr. G. R. Domodaran College of Science, Coimbatore.	2021
M.Phil.	Commerce	Dr. G. R. Domodaran College of Science, Coimbatore.	2012
M.Com	Commerce	C.B.M College, kovai pudur , Coimbatore.	2007
B.C.S	Corporate secretary ship	Erode Arts College , Erode.	2004

## RESEARCH AND PUBLICATIONS

### Journal Publications

- Dr.C. Krishnamoorthy “*Tech and innovation's effects on the insurance industry*” *International Journal of Multidisciplinary Research and Development*, Volume 12, Issue 5, 2025, Published: 26-05-2025, Page No. 106-109

### Book Chapters

- Dr.C. Krishnamoorthy “*Social Media Marketing and its Impact*” in the Edited Book chapter “*New Frontiers in Business Management*”, ISBN No. 978-81-967593-3-9 July 2024.
- Dr.C. Krishnamoorthy “*Digitalization in Co Operative Bank and Societies*”, *New Horizons in commerce, management & Technology*, ISBN NO. 987-93 92649-86-8 September 2024.

### Books

- Dr.C. Krishnamoorthy, *Company Law*, First Book Publishing, Madurai-11, ISBN. 978-93-92151-26-2, September 2024.

## Proceedings

- Dr.C. Krishnamoorthy “*Cultural Dynamics and Technological Advances Influencing Investment Decisions*” New Developments and Prospects in Indian Agriculture in 2025, PG and Research Department of Economics. pp 95 - 101, ISBN: 978-93-341-7996-5.
- Dr.C. Krishnamoorthy “*The Future of Insurance Distribution Channels: Online vs. Offline*, Innovation and Digitalization of the Insurance Industry in India: A New Era, Shanlax publication –Madurai. pp 320 - 324, ISBN: 978-93-6163-112- 2 in January 2025.

## AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Facilitating the Licentiate certificate program	Coimbatore Insurance Institute, Coimbatore.	2024
Golden Guru	GRT Jewelers, Coimbatore.	2025