

Name : Dr.A. Saravanakumar
Staff ID : RCAS01693
Designation : Head & Assistant Professor
Department : Commerce
Experience : 16 Years
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph.D	Commerce	Gobi Arts & Science College Gobichettipalayam	2019
M.B.A.	Marketing	Periyar University (Distance) Salem	2010
M.Phil	Commerce	Gobi Arts & Science College Gobichettipalayam	2008
M.Com(CA)	Commerce with Computer Applications	Gobi Arts & Science College Gobichettipalayam	2007
B.Com	Commerce	Sengunthar Arts & Science College, Tiruchengode	2005

RESEARCH AND PUBLICATIONS

Program	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	4

Journal Publications

- **A. Saravanakumar**, Dr. M Ganesan, “*Investors’ Awareness on Demat account: A Study in Sulur Taluk, Coimbatore District*”, *International Journal of Academic Research and Development*, ISSN: 2455-4197, Volume 2, Issue 6, November - December 2017, Page No: 301-304. Impact Factor: RJIF 5.22.
- **A. Saravanakumar**, Dr. M Ganesan, “*Factors Inspiring Investors to Open Demat Account: A Study in Sulur Taluk, Coimbatore District*”, *International Journal of Applied Research*, ISSN: 2394-7500, Volume 3, Issue 12, December 2017, Page No: 356-361. Impact Factor RJIF: 5.2.
- Dr. M Ganesan, **A. Saravanakumar**, “*Working Capital Analysis of Selected Cement Companies in India - An Annual Growth Analysis*”, *International Journal of Research in Management, Economics and Commerce*, ISSN 2250-057X, Volume 8,

Issue 1, January 2018, Page No: 115-118. UGC Approved Journal No. 48542. Impact Factor SJIF 2016: 6.384.

- B.H.Singu, **A. Saravanakumar**, “*A Study on Farmers Satisfaction in National Agricultural Insurance Scheme (NAIS), Pollachi Taluk, Coimbatore District*”, *International Journal of Creative Research Thoughts*, ISSN 2320-2882, Volume 6, Issue 1, March 2018, Page No: 514-525. UGC Approved, Impact Factor: 5.97.
- **A. Saravanakumar**, Dr. M Ganesan, “*Investors Gratification level about Demat Account Services and Charges: A study in Sullur Taluk, Coimbatore District*”, *Journal of Emerging Technologies and Innovative Research*, ISSN: 2349-5162, Volume 5, Issue 4, April 2018, Page No: 313-321. UGC Approved, Impact Factor: 5.87.
- **A. Saravanakumar**, Dr. M Ganesan, “*Dividend Decision theories are using Modigliani – Miller, Gordon, Radical and Walter’s Models*”, *International Journal of Basic and Applied Research*, ISSN: 2249-3352, Volume 8, Issue 6, June 2018, Page No: 638-650. UGC Approved Journal No. 64041, Cosmos Impact Factor: 5.86.
- S.Nikila Lochani, **A. Saravanakumar**, “*A Study on the Perception of Employees towards Retention Management Practices with Special Reference to Poppy’s Garment in Tirupur*”, *International Journal of Research in Engineering, IT and Social Sciences*, ISSN: 2250-0588, Volume 8, Issue 6, June 2018, Page No: 102-117. UGC Approved Journal No. 42301, Impact Factor SJIF 2016: 6.452.
- Santhosh Kumar Bojan, **A. Saravanakumar**, “*Preference of Education Loan – A Study with Special Reference to Canara Bank in Coimbatore*”, *International Journal for Research in Engineering, Applications and Management*, ISSN: 2454-9150, Volume 4, Issue 3, June 2018, Page No: 80-89. UGC Approved Journal No. 64077, Impact Factor: 5.646.
- Dr. N. Sakthivel, **A. Saravanakumar**, “*Investors Preference towards Online Share Trading at NSE: A Study in Coimbatore District of Tamil Nadu*”, *International Journal for Research in Engineering, Applications and Management*, ISSN: 2454-9150, Volume 4, Issue 3, June 2018, Page No: 392-399. UGC Approved Journal No. 64077, Impact Factor: 5.646.
- Dr. N. Sakthivel, **A. Saravanakumar**, “*Investors’ Satisfaction on Online Share Trading and Technical Problems Faced by the Investors: A Study in Coimbatore District of Tamil Nadu*”, *International Journal of Management Studies*, ISSN: 2249-0302, Volume 5, Issue 3(9), July 2018, Page No: 71-76. UGC Approved Journal No. 44925, Impact Factor IBI: 2.26.
- **A. Saravanakumar**, Santhosh Kumar Bojan, “*A Study on Female Customer Satisfaction on Hair Oil and Beauty Cream with Special Reference to Himalaya Products in Coimbatore District*”, *International Journal of Management Studies*, ISSN: 2249-0302, Volume 5, Special Issue – 4, August 2018 Page No: 23-36. UGC Approved Journal No. 44925, Impact Factor IBI: 2.26.
- Dr.M.Ganesan, **A. Saravanakumar**, “*A Study on Financial Performance of BSE/NSE Listed Cement Companies in India- An Annual Growth Analysis*”, *The research journal of social sciences*, ISSN: 0025-1348, Volume 10, Issue 4, April 2019, Page No: 152-158. UGC Approved.
- **A. Saravanakumar**, “*Farmers Satisfaction towards Cultivation and Marketing of Cotton: A Study in Annur Taluk, Coimbatore District*”, *International Journal of Innovative Knowledge Concepts*, ISSN: 2454-2415, Volume 7, Issue 5, May 2019, Page No: 125-134. UGC Approved.

- **Dr. A. Saravanakumar**, “A Study on Job Satisfaction in Akshara Garments (P) Ltd., Tirupur, Tamil Nadu”, *International Journal of Research and Analytical Reviews*, ISSN: 2349-5138, Volume 6, Issue 4, November 2019, Page No: 268-276. UGC Approved, Impact Factor: 5.75.
- **Dr. A. Saravanakumar**, “Factors Motivating Investor’s Perception towards Online Share Trading Using Rotated Component Matrix: A Study in Coimbatore District of Tamil Nadu”, *Sambodhi*, Volume 43, issue 9, Number 3, July-September 2020, Page No: 49 - 56. UGC Approved, Impact Factor: 5.80.
- **Dr. A. Saravanakumar**, “A Study on Customer Satisfaction towards Quality of Services Provided by Bajaj Allianz Life Insurance Company with Special Reference to Tirupur District”, *Kala: The Journal of Indian Art History Congress*, Volume 26, Issue 9, Number.2, 2020-2021, Page No: 24 - 30. UGC Approved.
- **Dr. A. Saravanakumar**, “A Study on Financial Statement Analysis of ISSA Agencies Ernakulam, Kerala”, *Utkal Historical Research Journal*, ISSN: 0976-2132 Vol.-34(XX), 2021, Page No: 98-106. UGC Approved.
- **Dr. A. Saravanakumar**, “Investors’ Preference towards Online Share Trading a Special Reference to Coimbatore District of Tamil Nadu”, *ANVESAK*, ISSN: 0378 – 4568, Vol.-51, No.1 (XXVI), January – June 2021, Page No: 113 - 124. UGC Approved.
- Reena Raj, Agam Dixit, **Dr. A. Saravanakumar**, Dr. K.Ahamed Anis Fathima, Venkata Harshavardhan Reddy Dornadula, Shakil Ahmad, “Comprehensive Review of functions of Blockchain and crypto currency in finance and banking”, *Design Engineering*, ISSN: 0011-9342, Vol. - , No. IX: 2021, Page No: 3649 - 3655.
- **Dr. A. Saravanakumar**, “A Study on Profitability Analysis of Selected Public Sector Banks in India”, *Shodhasamhita: Journal of Fundamental & Comparative Research*, ISSN: 2277-7067, Vol. VIII, No. 1(XV): 2022, Page No: 57 - 69. UGC Approved.
- Dr. M. Jayanthi, **Dr. A. Saravanakumar**, Parnab Ghosh, C. Balarama Krishna, Mrs. D. Kavitha, Dr.A.Sulthan Mohideen, “A Study of Need for Guidance among Adolescents in Relation to their Educational Stream”, *Neuro Quantology*, ISSN: 2277-7067, Vol. X, No. 10: August 2022, Page No: 1569 - 1577. Scopus Approved.
- **Dr. A. Saravanakumar**, “Investors’ Awareness on Mutual Fund Schemes: A Study in Sulur Taluk, Coimbatore District”, *NIU International Journal of Human Rights*, ISSN: 2394 – 0298 Volume 9(XX), 2022, Page No: 164 - 169. UGC Approved.
- **Dr. A. Saravanakumar**, “Digital Transformation in the Financial Sector: A Catalyst for Enhanced Customer Experience and Operational Efficiency”, *Journal of Indian School of Political Economy*, ISSN: 0971-0396, Volume 35, No: 04, July - December 2023, Page No: 141 - 145. UGC Approved.
- **Dr. A. Saravanakumar**, “The Role of Information Technology in the Financial Sector: A Comprehensive Analysis”, *Humanities and Social Sciences*, ISSN: 2319-829X, Volume 12, Issue 2, No: 8, July - December 2023, Page No: 145 - 151. UGC Approved.
- **Dr. A. Saravanakumar**, “Global Mutual Fund Industry: Growth, Trends and Digital Transformation”, *International Journal of Scientific Research & Engineering Trends*, ISSN (Online): 2395-566X, Volume 11, Issue 3, May-June-2025, Page No: 1- 7.
- **Dr. A. Saravanakumar**, “An Analytical Study of the Financial Performance of Tata Motors Limited”, *International Journal of Commerce and Management Research*, ISSN: 2455-1627, Volume 11, Issue 5, 2025, Page No. 74-80.
- **Dr. A. Saravanakumar**, “An analytical study on awareness, satisfaction and perception of health insurance policyholders in Coimbatore”, *International Journal*

Book Chapters

- **Dr. A. Saravanakumar**, “*Investment Management: Opportunities and Challenges, Business Transformation through Information Technology and Management*”, Min E Kavi, Edition: 1, 2022, ISBN: 978939 1274306, Page No: 112 -119.
- **Dr. A. Saravanakumar**, “*Factors Influencing Women’s Attitude towards Digital Marketing Detergent Powder Pollachi Taluk, Coimbatore District*”, *Role of Digitalization Sector in Rural Economy*, Edition: 1, 2022, ISBN: 978935 6360570, Page No: 308-315.
- **Dr. A. Saravanakumar**, “*Financial Innovations and Technologies: Indian Economy 2020*”, *Digitalization of the Financial Sector*, Shanlax Publications, Madurai, Tamil Nadu, India, ISBN: 978-81-19337-00-2, Edition: I, Vol: I, Month & Year: July 2023, Page No: 10-19.
- **Dr. A. Saravanakumar**, “*An Overview of Digitalization of the Financial Sector in the Indian and Global Perspective*”, *Digitalization of the Financial Sector*, Shanlax Publications, Madurai, Tamil Nadu, India, ISBN: 978-81-19337-00-2, Edition: I, Vol: II, Month & Year: July 2023, Page No: 15-25.
- **Dr. A. Saravanakumar**, “*Impact of Innovations on the Banking Sector in India*”, *Digitalization of the Financial Sector*, Shanlax Publications, Madurai, Tamil Nadu, India, ISBN: 978-81-19337-00-2, Edition: I, Vol: III, Month & Year: August 2023, Page No: 1-5.
- **Dr. A. Saravanakumar**, “*Electronic Stock Trading in Indian Capital Market through National Stock Exchange*”, *Digitalization of the Financial Sector*, Shanlax Publications, Madurai, Tamil Nadu, India, ISBN: 978-81-19337-00-2, Edition: I, Vol: IV, Month & Year: August 2023, Page No: 1-11.
- **Dr. A. Saravanakumar**, “*Innovation in Entrepreneurship process and Models using Global Business Perspective*”, *New Paradigms in Management and Social Sciences*, Vivekanandha College of Arts and Sciences for Women, Tiruchengode, Tamil Nadu, ISBN: 978-93-5813-508-3, Vol: 1, Month & Year: September 2023.
- **Dr. A. Saravanakumar**, “*Digitalization in the Cooperative Banks and Societies*”, *Global Trends in Commerce, Management and Information Technology Management*, Elakkiya Publisher, Tenkasi, ISBN: 978-93-92649-55-4, Vol: 1, Month & Year: July 2024, Page No: 49-52.
- **Dr. A. Saravanakumar**, “*A Study on Digital Marketing Trends in Service Industry - In India*”, *New Frontiers in Business Management*, Virudhunagar Hindu Nadar’s Senthilkumara Nadar College (Autonomous), Virudhunagar, Tamil Nadu, ISBN: 978-81-96759-33-9, Month & Year: July 2024, Page No – 122-127.
- **Dr. A. Saravanakumar**, “*Evolution of Diversity, Equity and Inclusion in the Portfolio System in India*”, *Diversity, Equity and Inclusion*, Blue Rose Publishers, India, ISBN: 978-93-64520-61-4, Vol: 1, Month & Year: August 2024, Page No: 138-146.

- **Dr. A. Saravanakumar**, “*Collaborating with Educators in a Digital world: Digital Literacy Skills*”, *Digital Parenting*, Blue Rose Publishers, India, ISBN: 978-93-64526-36-4, Vol: 1, Month & Year: October 2024, Page No: 30-41.

Books

- Dr. M. Ganesan, **Dr. A. Saravanakumar**, “*Digital Banking*”, Shanlax Publications, Madurai, Tamil Nadu, India, ISBN: 978-93-91373-14-6, Month & Year: June 2021. <https://www.shanlaxpublications.com/978-93-91373-series/>
- **Dr. A. Saravanakumar**, R.T.Lavanya, “*Investment Management*”, Shanlax Publications, Madurai, Tamil Nadu, India, ISBN: 978-93-94899-05-6, Month & Year: July 2022. <https://www.shanlaxpublications.com/978-93-94899-series/>
- **Dr. A. Saravanakumar**, Mr. M.M. Vishnu, Ms. RT. Lavanya, “*Organisational Behaviour*”, Shanlax Publications, Madurai, Tamil Nadu, India, ISBN: 978-93-95422-93-2, Month & Year: February 2023. <https://www.shanlaxpublications.com/978-93-95422-series/>
- Dr. T. M. Hemalatha, **Dr. A. Saravanakumar**, “*Digitalization of the Insurance Sector*”, Shanlax Publications, Madurai, Tamil Nadu, India, ISBN: 978-81-19042-59-3, Month & Year: April 2023.
- Dr. T. M. Hemalatha, **Dr. A. Saravanakumar**, “*Digitalization of the Indian Financial Sector*”, Shanlax Publications, Madurai, Tamil Nadu, India, ISBN: 978-81-19337-00-2, Edition: I, Vol: I & II, Month & Year: July 2023.
- Dr. B. Balamurugan, **Dr. A. Saravanakumar**, “*Business Economics*”, Charulatha Publications, Chennai, Tamil Nadu, India, ISBN: 978-93-55775-59-7, Month & Year: July 2023.
- Dr. T. M. Hemalatha, **Dr. A. Saravanakumar**, “*Digitalization of the Indian Financial Sector*”, Shanlax Publications, Madurai, Tamil Nadu, India, ISBN: 978-81-19337-00-2, Edition: I, Vol: III & IV, Month & Year: August 2023.
- Dr. T. M. Hemalatha, **Dr. A. Saravanakumar**, P. Girija, M. Chithra, “*Digitalization of the Commodity Trading, Marketing and Agricultural Sector*”, Forschung Publications, Chennai, Tamil Nadu, India, ISBN: 978-93-91772-80-2, Edition: I, Vol: I, Month & Year: December 2023.
- Dr. T. M. Hemalatha, **Dr. A. Saravanakumar**, R. T. Lavanya, J. Rakesh, “*Digitalization of the Banking and Financial System*”, Mind Reading Publications, Madurai, Tamil Nadu, India, ISBN: 978-93-92150-96-8, Edition: I, Vol: I, Month & Year: January 2024.
- Dr. T. M. Hemalatha, **Dr. A. Saravanakumar**, M. M. Vishnu, M. Priya Dharshini, “*Digitalization of the Insurance and Financial Services*”, First Book Publishing, Madurai, Tamil Nadu, India, ISBN: 978-93-92151-59-0, Edition: I, Vol: I, Month & Year: January 2024.
- Dr. T. M. Hemalatha, **Dr. A. Saravanakumar**, S. Harydharuni, M. Vignesh, “*Digitalization of the Economic Growth and Development*”, First Book Publishing, Madurai, Tamil Nadu, India, ISBN: 978-93-92151-31-6, Edition: I, Vol: I, Month & Year: January 2024.
- Dr. T. M. Hemalatha, **Dr. A. Saravanakumar**, Dr. K. Prabhakaran, R. Pavithra “*Digitalization in the Marketing and International Trade*”, Beyond Line Publisher, Bangalore, Karnataka, India, ISBN: 978-93-95659-60-4, Edition: I, Vol: I, Month & Year: January 2024.

- Dr. T. M. Hemalatha, **Dr. A. Saravanakumar**, M. Suriya, “*Digital Technology for Business Innovation in IOT Era*”, Shanlax Publications, Madurai, Tamil Nadu, India, ISBN: 978-81-19337-94-1, Edition: I, Vol: I, Month & Year: February 2024.
- **Dr. A. Saravanakumar**, B. Sathya Guna, Vani. A. Kashinkunti, “*Banking Theory Law & Practice*”, Charulatha Publications, Chennai, Tamil Nadu, India, ISBN: 978-93-6260-047-9, Month & Year: June 2024.
- **Dr. A. Saravanakumar**, M. M. Vishnu, “*Financial Services*”, Mind Reading Publications, Madurai, Tamil Nadu, India, ISBN: 978-93-92150-73-9, Month & Year: September 2024.
- Mr. M. M. Vishnu, **Dr. A. Saravanakumar**, “*Financial Management*”, First Book Publishing, Madurai, Tamil Nadu, India, ISBN: 978-93-92151-35-4, Month & Year: September 2024.
- Dr. T. M. Hemalatha, **Dr. A. Saravanakumar**, M. M. Vishnu, P. Girija, “*Innovation and Digitalization of the Insurance Industry in India: A New Era*”, Shanlax Publications, Madurai, Tamil Nadu, India, ISBN: 978-93-6163-112-2, Edition: I, Vol: I, Month & Year: January 2025.
- Dr. T. M. Hemalatha, **Dr. A. Saravanakumar**, U. Rahul, J. Jacksonvimalan “*The Insurance Industry in India: A Digital Revolution*”, Mind Reading Publications Madurai, Tamil Nadu, India, ISBN: 978-93-92150-22-7, Edition: I, Vol: I, Month & Year: February, 2025.
- Dr. T. M. Hemalatha, **Dr. A. Saravanakumar**, Dr. G. Arut Geevitha, Dr. C. Krishnamoorthy, “*Revolutionizing Indian Insurance: The Power of Innovation and Digitalization*”, Forschung, Chennai, Tamil Nadu, India, ISBN: 978-93-91772-41-3, Edition: I, Vol: I, Month & Year: February, 2025.

Proceedings

- **Dr. A. Saravanakumar**, “*Regulatory Compliance Requirements for Cyber Insurance*”, *Cyber Threats - New Challenges for Insurance*, ISBN: 978-81-964453-8-6, Sri Ramakrishna College of Arts and Science, Coimbatore, 2024, Page No: 22-24.
- **Dr. A. Saravanakumar**, “*Digitalization Indian Government Initiative Crop Insurance in Agriculture*”, *New Developments and Prospects in Indian Agriculture*, ISBN: 978-93-341-7996-5, PSG College of Arts and Science, Coimbatore, 2025, Page No: 73-79.
- **Dr. A. Saravanakumar**, “*Innovation and Technology in Skill Development at Life Insurance Corporation of India (LIC)*”, *Green Entrepreneurship startups*, Coimbatore Institute of Information Technology, Coimbatore, ISBN: 978-93-61262-66-1, Vol: 1, Year: 2024, Page No: 267-273.

PRESENTATIONS

	State Level	National	International
Conference	-	6	4
Seminar	3	9	7

PARTICIPATION

	State Level	National	International
Conference	-	10	4
Seminar	3	9	7
Workshop	3	4	2
Orientation	-	2	-
FDP/PDP	11	22	16

Events Organized (Seminar/Conference/Workshop)

- International Conference on Digitalization of Global Business Environments on 28-11-2022.
- International Conference on Digitalization of Global Business Environments - 2.0 on 19.10.2023.
- National Seminar on Innovation and Digitalization of the insurance industry in India: A New Era on 23.12.2024.

AWARDS, HONORS AND RECOGNITION

Awards / Honors / Recognition	Agency / Institution	Year of Award
Valuable Support Award	Karam's I-Tech Solutions, Coimbatore	August 2022
Best Achiever Award	TNGSTPA ICP Professional Academy, Coimbatore	7 th January 2023
Valuable Support Award	Karam's I-Tech Solutions, Coimbatore	May 2023
Empowering Educators Award	ICSI Coimbatore Chapter (at Indian Chamber of Commerce & Industry)	25 th September 2023
Excellent Contribution Award (Extension Activities)	Rotary Club of Coimbatore South	2023-24
Prestigious Teachers Award	Readers India Tamil Website/App	5 th September 2024
Valuable Support Award	Coimbatore Insurance Institute	23 rd December 2024
Best Faculty Award (GST Seminar 2025)	TNGSTPA ICP Professional Academy, Coimbatore	2 nd February 2025
Best Faculty – Outstanding Institutional Contribution Award	VIMS Excellence Awards, Vivekananda Institute of Management Studies, Coimbatore	27 th April 2025
Excellence in Education Award 2025	Masters Professional Academy, Coimbatore	4 th May 2025
Kalvikan Semmal Viruthu	Tamil Semmozhi Mandram, Tamil Nadu	15 th July 2025
Golden Gurus	GRT Jewellers India Pvt Ltd	19 th July 2025