



KG COLLEGE OF ARTS AND SCIENCE

affiliated to Bharathiar University and Accredited by NAAC

An ISO 9001 : 2015 Certified Institution

Research and Development Cell

Faculty Researcher Profile



R & D CELL - KGCAS
co-Kreating Genius

Name	Dr.R.KANCHANA	Degrees	M.Com., M.Phil., PGDCA., Ph.D.
Image for home page	https://drive.google.com/file/d/1uz1dhjbKNAQ8jqL3u2qg7Be0VsCLi-lx/view?usp=sharing		
Faculty Profile (200 Words Minimum)	Dr.Kanchana R, Head, Assistant Professor in Commerce PA is specialized in Marketing. Completed Ph.D at Bharathiar University in the year 2019, entitled as “Online shopping behavior among IT Professionals in Coimbatore city”. Published research articles in Scopus Journal and 7 Papers in International Journals and UGC care Journals and she is an author of two books.		
Keywords	Marketing, Finance		
RESEARCH PROJECTS / FOCUS AREAS			
Title and description of research projects and Ph.D Research / focus areas (Minimum 100 Words about each projects)	Title of my dissertation was “Online shopping behavior among IT Professionals in Coimbatore city” Many of the Researchers choose online shopping in targeting different consumers but no one studies particularly IT Professionals .Technology plays a vital role in the hands of IT Professionals. they were aware about the benefits of Online Shopping. IT Professionals were flexible to access online shopping because it operates 24 hours around the clock and all seven days in a week. So am interested to analyse their shopping behavior with the help of different factors like choosing website, payment mode, choosing a product. It gives me an idea that most of them choosing website like amazon and Flipkart, they were comfort in using credit cards, mainly choosing electronic products while shopping.		
PUBLICATIONS			
<ol style="list-style-type: none"> 1. Factors influencing consumers’ attitude towards online shopping in Coimbatore city 2. Customer satisfaction towards buying grocery items through online in Coimbatore city 3. An Empirical Evidence of Global Warming and its impact of India's Agriculture Production 4. Managerial Attitude to Corporate Social Responsibility In Coimbatore 5. Perception of Consumers Towards “Amma Unavagum” With Special Reference to Coimbatore City, Tamil Nadu, India 			
Google Scholar ID Scopus ID Research Gate ID	https://scholar.google.com/citations?user=Fg2mgQ4AAAAJ&hl=en		

Orchid ID	
FACULTY MEMBER CONTACT SECTION	
Email	Kanchana.r@kgcas.com
Office Address	KGiSL Campus,Sarvanampatti,Coimbatore-35
Phone No & E-Mail ID.	9488432415 & kanchanasivaa@gmail.com