



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.P.Ashok	Degrees	M.B.A., MPhil., Ph.D.,
Image for home page	https://drive.google.com/file/d/1IYXNI_j2zPeirZ0BIwkh8V0CFUuzGI5n/view?usp=sharing		
Faculty Profile (200 Words Minimum)	<p>Completed M.B.A, M.Phil & Ph.D, and started my career at HDFC Bank, Chennai, as a Senior Sales Officer served for two years with industrial and corporate banking exposure. Following to that ignited in the field of Education as Assistant Professor at AJK Institute of Management for one year. At present working as an Assistant Professor at KG College of Arts and Science in Department of Commerce with close duties of handling management papers. Acting as the Director of CAED Cell for past two years. Center for Agribusiness Entrepreneurship Development is closely working with an objective of motivating students to inculcate Entrepreneurial ideas in the field of Agriculture. During the month of July 2020 Completed Doctorate in Management studies. Working in KGCAS for 7 years with lots of roles and responsibilities to build a sound knowledgeable student community.</p>		
Keywords	Marketing, Management, Entrepreneurship		

RESEARCH PROJECTS / FOCUS AREAS

Title and description of research projects and Ph.D Research / focus areas (Minimum 100 Words about each projects)	<p>Title : “PASSENGER SERVICE QUALITY AND SATISFACTION IN SOUTHERN RAILWAYS”</p> <p>The scope of the Research includes the service marketing aspects to analyze the railway service quality using SERVQUAL models. For the efficient performance of the present services of Indian railways, an in-depth field study to analyze the lacuna in the existing railway service is very much essential. The findings of this study could help to formulate appropriate policies for the effective performance of the present railway service quality system and promote world class services to railway passengers.</p>		
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PUBLICATIONS

1. “Attributes of Service quality in Salem division of Indian Railways”, ISSN: 2321-0346-Online ISSN: 2347-1670 Vol 5, Issue 6 Intercontinental Journal of Marketing Research Review.
<https://drive.google.com/file/d/1LXQcNDPZ0ECpdVsojJGPq2fQi0CSs8SD/view?usp=sharing>
2. “A Study on Challenges faced by Retail trade business - An impact of online shopping” Vol.1, No.5, ISSN: 2250-1096, Bonfring International Journal of Industrial Engineering and Management Science.
3. “FDI in Indian Retail Industry”- An Overview, ISBN: 978-93-86176-53-0
4. Use of Factor Analysis in Service Research- Evidence from Indian Railways, ISSN NO: 0886-9367, Volume XI, Issue VIII, August/2019, The International journal of analytical and experimental modal analysis. <http://ijaema.com/Volume-XI-Issue-Viii-August-2019-sp-1/>
5. “The impact of Entrepreneurship on Economic Growth”, Vol.1, No.5, ISSN: 2250-1096., Bonfring International Journal of Industrial Engineering and Management Science.

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