



Dr Mahendran S

Email: mahendran.s@kgcas.com

Phone: 9842256808

Address: Coimbatore , Tamil Nadu , India - 641019

ORCID ID: 0009-0006-2032-8793

Profile URL:

<https://vidwan.inflibnet.ac.in/profile/456780>

AREAS OF EXPERTISE

Business, Finance

Expert in Accounts and Tax

EDUCATION

TNSET 2025

TRB

MBA 2015

Periyar University

NET 2014

UGC

PhD 2011

TSAASTC, Perur

PGDCA 2007

Bharathiar University

M.Phil 2003

Madurai Kamaraj University

M.Com 1997

Vidyasagar College

B.Com 1995

Government Arts College, Udumalpet

PROFESSIONAL EXPERIENCE

KG College of Arts and Science 2023 - Present

Associate Professor

Coimbatore

Pioneer College of Arts and Science 2015 - 2023

Principal

Coimbatore

Sri Ramalinga Sowdambigai College of Science and Commerce 1998 - 2015

Head of the Department

Coimbatore

Government Arts College, Udumalpet 1997 - 1998

Assistant Professor

Udumalpet

HONOURS AND AWARDS

NPTEL Topper Award 2025

Awarded by: NPTEL

Best Faculty Award for Providing 100% Result 2024

Awarded by: KG College of Arts and Science

Best Teaching Staff 2005

Awarded by: Sri Ramalinga Sowdambigai College of Arts and Science

PROFESSIONAL MEMBERSHIPS

Shanlax Publications 2025

Editor

Commerce and management association of India 2025

Life Memebership

Bharathiyar University Examination 2023

Chief Superintendent

Bharathiyar University Flying squad 2022

Convenor

Board of study member, Bharathiar university 2020

Member

College Development Council of Bharathiar University 2017

Member

Board of study member, Kovai kalai magal, coimbatore 2015

Member

Scrutinising Board of Karaikudi Azhagappa University 2011

Member

Board of study member, GVG College, Udumalpet 2007

Member

COMMITTEE MEMBERSHIPS

Sri Ramalinga Sowdambigai College 2025

DC Member

Sri Krishna Arts and Science College of Arts and Science 2025

DC Member

Dr.NGP Arts and Science College 2025

DC Member

Affiliation committee, Bharathiar University 2016

Convener

PATENTS

Performance capability assesment of maritime logistics companies using big data from the IOT supply chain

Inventor(s): Dr. S Mahendran

Assignee: Dr. S Mahendran | Published: 2023-10-16

PUBLICATIONS

1. **Satisfactionof Beneficiaries towards PMAY Scheme with reference to Coimbatore city**

Dr.S.Mahendran,M.Padmavathi

European Chemical bulletin , Vol. Volume -12 , Special Issue-4 (2023) , pp. 2815-2829

2. A study On Online Consumers attitude event based marketing In Coimbatore city

Dr.S.Mahendran and M.Renuga

Journal of Emerging Technologies and Innovative Research (JETIR) , Vol. Int. J. Adv. Res. 10(01), (2022) , pp. 610-613

3. A study On Online Consumers attitude towards the preference of white goods in online shopping In Coimbatore City

Dr.S.Mahendran and S.Preetha

Journal of Emerging Technologies and Innovative Research (JETIR) , Vol. Int. J. Adv. Res. 10(01), (2022) , pp. 590-594

4. FACTORS AFFECTING PURCHASE INTENTION OF GREEN PRODUCTS IN THE MARKET AND THEIR AVAILABILITY WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr.S.Mahendran and T.Saraya

Sambodhi (UGC Care Journal) , Vol. VI-44, No-1,(H) (2021) , pp. 51-55

5. PERCEPTION OF CUSTOMERS TOWARDS FINANCIAL INCLUSION OF PRADHAN MANTRI AWAS YOJAN WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr.S.Mahendran,M.Padmavathi

SHODHSAMHITA , Vol. VOL.VIII (2021) , pp. 1-10

6. A STUDY ON ONLINE CONSUMER BUYING BEHAVIOR DURING FESTIVAL SEASONS IN COIMBATORE CITY

Mrs.K.MALATHI

INTERNATIONAL JOURNAL OF ADVANCED RESEARCH , Vol. (2021) , pp. 585 - 587

7. An Overview of Mudra Schemes in India

Dr.S.Mahendran,M.Padmavathi

IJMER , Vol. 9,issue8(3) (2020) , pp. 1-13

8. Consumer Attitude on nline Purchase of White Goods in Coimbatore Region

Dr.S.Mahendran and S.Preetha

JETIR , Vol. 6 (2019) , pp. 280-284

9. CUSTOMER WILLINGNESS TO PAY FOR ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr.S.Mahendran and T.Saraya

Journal of Emerging Technologies and Innovative Research , Vol. 6 (2019) , pp. 700-706

10. POST PURCHASE BEHAVIOUR OF CONSUMERS TOWARDS ECO-FRIENDLY PRODUCTS IN COIMBATORE

Dr.S.Mahendran and R.Chitra

JETIR , Vol. vOI.6 (2019) , pp. 313-315