

## Government Arts and Science College

Kanyakumari – 629 401

### FACULTY PROFILE

Department: Commerce

1. Name : A. ELANGO
2. Father's Name : C. Atthikan
3. Designation : Assistant Professor
4. Age and Date of Birth : 38, 14-06-1984
5. Gender : Male



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Kanyakumari District, Pin- 629601.

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#### 7. Educational Qualification :

S.No.	Course	University/College	Year of Passing
1	B.Com	Manonmaniam Sundaranar University	2005
2	M.Com	Manonmaniam Sundaranar University	2007
3	M.Phil	Manonmaniam Sundaranar University	2012
4	SET	Bharathiar University	2012

#### 8. Area of Specialization:

Income Tax and Financial Accounting

## 9. Experience:

S. No	Name of Organization	From	To	Year of Experience
1	Noorul Islam College of Arts and Science, Kumarakovil	02.01.2013	26.09.2013	9 months
2	M.S.University College:Panagudy	27.09.2013	19.06.2014	9 months
3	M. S. University Constituent College, Kanyakumari.	20.06.2014	Till date	9 years

## 10. Publications:

S.No	Title	Name of the Journal	ISSN / ISBN	Year
1	Role of banks in Financial Literacy	Recent Research (RR) Academy & Consultancy-Tuticorin	ISSN:2321-788X	2015
2	Impact of Micro Finance through self help group-bank linkageprogramme in Kanyakumari District	KASS	ISBN 978-93-81658-13-0	2015
3	Prospective aspect of E-commerce.	Recent trends in Indian E-commerce	ISBN 13: 978-81-924081-5-6	2016
4	Contribution of small scale industries in economic growth of India	First Multidisciplinary National Level Seminar M.S.U. Constituent College, Kanyakumari	ISBN 978-93-81658-15-4	2016
5	Customer Satisfaction towards Immediate payment Sercice	Marketing Mantras of 21 <sup>st</sup> century in India	ISSBN 978-93-86519-76-4	2019

6	The effect of advertisement on consumer buying behaviour towards online food delivery service	IJFANS International Journal of Food and Nutritional Sciences	ISSN(Print) 2319-1775/ Online 2320-7876	2022
7	The impact of advertisement on consumer buying behavior towards smart phone in Kanyakumari district	IJFANS International Journal of Food and Nutritional Sciences	ISSN(Print) 2319-1775/ Online 2320-7876	2022

### 11. Seminar / Conference / workshop / Webinar/ Seminar Attended:

S. No.	Title	Institution	Year
1	Companies Act, 2013- Catalyst for Corporate Development	M.S. University in association with The Institute of Company Secretary of India	2013
2	Commercial Trade in Classical Era	T.D.M.N.S.College,South, Kalikulam-627113	2014
3	Financial Literacy – Issues and Strategies and CASCON FIESTA 2015	Malankara Catholic College, Mariagiri,Kaliyakkavilai	2015
4	First Multidisciplinary National Level Seminar	M.S.U. Constituent College, Kanyakumari	2016
5	Application of Statistical Package for the Social Science (SPSS) Researchers	M.S.U. College, Sankarankoil at M.S.University campus	2017
6	Digital Marketing	M.S.U. Constituent College, Kanyakumari	2018
7	Covid-19 and consumer right	Department of Economic & Citizen consumer club, Erode Arts and Science College, Erode	2019
8	Digital marketing and Infilim Branding	CMS college of science and commerce, Coimbatore.	2019

9	Faculty Development programme on pedagogy	Mary Matha college of arts and science, Periyakulam East , Theni District.	2019
10	Financial impact of the covid-19 pandemic	P.G. Department of commerce, Bharathidasan university constituent college of arts and science, Nagapatinam.	2019
11	Promoting gender equality: strategy and challenges	MSU Centre for women empowerment and women studies.	2019
12	Getting the best out of you during covid-19	MSU constituent college, Kanyakumari.	2019
13	Future of public sector banks in India and banker's perspective on responding covid-19	Margreorios, Chennai	2019

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