



# SHRIMATI INDIRA GANDHI COLLEGE

(Affiliated to Bharathidasan University)

Nationally Accredited at 'A' Grade (4<sup>th</sup> Cycle) by NAAC | An ISO 9001 : 2015 Certified Institution  
Tiruchirappalli - 620 002

Name : Dr. D. DHANASEKAR  
Designation : Assistant Professor  
Department : Management  
Qualification : MBA., Ph.D.,  
Experience : Teaching: 1 Year (24.06.2024 to Present)      Research: 8 Years  
Area of Specialization(s) : Finance | Corporate Social Responsibility | Corporate Social Performance | Corporate Financial Performance  
Email (Official ID) : dhanasekar@sigc.edu  
Researcher Profiles : [Scopus ID](#) | [ORCID ID](#) | [Google Scholar](#) | [Vidwan](#)  
Aadhar No : 9336 1776 3682

## Academic Qualifications

| Degree | Branch                  | Institution / University Name  | Year of Graduation |
|--------|-------------------------|--|--------------------|
| Ph.D.  | Management              | Department of Commerce and Financial Studies, Bharathidasan University, Trichy | 2024               |
| MBA    | Financial Management    | Department of Commerce and Financial Studies, Bharathidasan University, Trichy | 2017               |
| BBA    | Business Administration | Jamal Mohammed College, Trichy   | 2015               |
| HSC    | State Board             | E.R. Higher Secondary School, Trichy   | 2012               |
| SSLC   | State Board             | E.R. Higher Secondary School, Trichy   | 2010               |

## Additional Qualifications

| Diploma / Vocational / Certification | Area of Specialization        | Institution / University / Agency Name         | Year |
|--------------------------------------|-------------------------------|--|------|
| COA                                  | Computer on Office Automation | Department of Technical Education, Tamil Nadu. | 2014 |

### INTERNATIONAL

#### A) SCOPUS INDEXED JOURNALS

1. **Dhanasekar, D.**, Selvam, M., Raja, M., and Gayathri, J., (2020). The Mediating Effect of Research and Development and Financial Resource on Corporate Social Performance in Asian Countries Companies. *International Journal of Advanced Science and Technology*, 29(4s), 1428 - 1437.
2. **Dhamotharan Dhanasekar**, Murugesan Selvam, Venkatachalam Ramasamy, Sankarkumar Amirdhavasani and Vadivel Thanikachalam (2020), The Influence of Board of Directors on the Corporate Social Performance in the Indian Manufacturing Sector, *Journal of Critical Reviews*, 7(12), 1050-1055.
3. Sankarkumar Amirdhavasani, Murugesan Selvam, Gunasekaran Indhumathi, Sigo Marxia Oli and **Dhamotharan Dhanasekar**. (2020). The Effects of Oil Price on Asia – Pacific Exchange Rates: Evidence from Quantile Regression Analysis. *International Journal of Advanced Science and Technology*, 29(8s), 1337 - 1347.
4. Amirdhavasani, S., Selvam, M., Indhumathi, G., Amrutha, P. and **Dhanasekar, D.**, (2020). Exchange rate and macroeconomic performance in south Asian Region, *Journal of Advanced Research in Dynamical and Control Systems*. 12(7 Special Issue), 2265–2271
5. Vadivel Thanikachalam, Murugesan Selvam, Mariappan Raja, Palanisamy Bhuvaneswari, **Dhamotharan Dhanasekar**. (2020). Effect of Intellectual Capital on the Performance Indicators of Indian Metal Firms Listed in National Stock Exchange of India Limited. *International Journal of Advanced Science and Technology*, 29(08), 1757-1765.
6. Selvam, M., Thanikachalam, V., **Dhanasekar, D.**, Amirdhavasani, S. and Saremi, H. (2020). Intellectual capital and profitability ratios of foreign banks operating in India: A structural equation model approach. *Journal of Advanced Research in Dynamical and Control Systems*, 2020, 12(6 Special Issue), 212–219.
7. Elavarasan, C., Selvam, M., Maniam, B., Kathiravan, C., and **Dhanasekar, D.** (2021). Leadership Qualities among the National Cadets Corps in Southern India. *Journal of Management Information and Decision Sciences*. 24(4), 1–12.

#### B) UGC APPROVED JOURNALS

8. **Dhamotharan Dhanasekar**, Murugesan Selvam and Vadivel Thanikachalam. (2019). Correlation between Corporate Social Performance and Corporate Financial Performance: Evidence from Indian Companies. *International Journal of Basic and Applied Research*, 9 (2), 472-490. UGC Approved No.62547 (Old).

9. Murugesan Selvam, Vadivel Thanikachalam, R. Gopinath, Chinnadurai Kathiravan, Sankarkumar Amirdha Vasani, **Dhamotharan Dhanasekar** (2019). Intellectual Capital Performance and Its Impact on Indian Commercial Banking Industry, *Journal of Engineering and Applied Sciences*, 14(8), 2610-2619.
10. **Dhanasekar, D.**, Selvam, M., Amrutha, P., (2019), Relationship between Corporate Social Performance, Corporate Financial Performance and Financial Risk in Indian Firms, *International Journal of Recent Technology and Engineering*, 8 (3S3), 121-128.
11. **Dhanasekar Dhamotharan**, Murugesan Selvam, Marxia Oli Sigo and Ramasamy. V., (2020). Relationship Between Corporate Social Performance and Financial Performance of Private Sector Banks in India, *International Journal of Psychosocial Rehabilitation*, 24(6), 9152-9164.
12. **Dhanasekar, D.**, Selvam, M., Bhuvaneshwari, P., & Amirdhavasani, S. (2020). The linkages between corporate social performance and research and development: Evidence from Fortune firms. *International Journal of Advanced Science and Technology*, 29, 6049-6057.

### C) OTHER REPUTED JOURNALS

13. Vadivel Thanikachalam, Murugesan Selvam, Balasundram Maniam, Chinnadurai Kathiravan and **Dhamotharan Dhanasekar**. (2021). Effect of Intellectual Capital on Sustainable Corporate Performance of Nifty Financial Services Companies, *Academy of Strategic Management Journal*. 20 (3).
14. Sakthivel, SanthoshKumar and Selvam, Murugesan and Kathiravan, Chinnadurai and **Dhamotharan, Dhanasekar**. (2021) An Assessment of Correlation between Twitter Sentiments Indicators and Stock Market Indicators, with Reference to BSE and NSE in India. *International Journal of Financial Management*, 11 (1) 2021, 01-06.
15. **Dhamotharan Dhanasekar**, Murugesan Selvam and Balasundram Maniam. (2023). Relationship between Corporate Social Performance and Financial Performance: An examination of FRIFP Model. *Journal of International Finance and Economic*, 23 (1), 52-67.
16. Murugesan Selvam, **Dhamotharan Dhanasekar**, Balasundram Maniam, and Sankaran Venkateswar. (2024). The Relationship between Socially Responsible Investing (SRI) and Stock Performance of BSE Listed Firms in India. *Journal of Academy of Business and Economics*, 24 (1), 19-29.
17. Sigo, M. O., Selvam, M., Venkateswar, S., Lingaraja, K., Sankarkumar, A., & **Dhanasekar, D.** (2024). Agile Entrepreneurship: Evolution and Growth of Corporate India. *Journal of Computational Analysis and Applications*, 33(5), 23-28.

## Book Publications

**Title:** UNSUNG FREEDOM FIGHTER A.R. RUTHIRAPATHI: A DIVULGING DEDICATION

**Authors:** D. Dhanasekar, M. Selvam, J. Gayathri

**ISBN:** 978-81-971407-7-8, Published by *Bharathidasan University*

**Honored By:** Hon'ble Governor of Tamil Nadu Mr. R.N. Ravi @ Raj Bhavan, Chennai on 16.06.2024

## Research Impact (Citations)

- ❖ [Scopus Citations](#) Scopus Citations: 13 | **h-Index (Scopus):** 2
- ❖ [Google Scholar Citations](#) : 81 | **h-Index (Google Scholar):** 5 | **i10-Index:** 2

## Patents Granted

1. **Title:** System and Method for Providing Investment Essentials to Youngsters and Beginners Using Artificial Intelligence (2025/Design Patent – Filled).
2. **Title:** Employee Talent Predicting Device (2025/Design Patent - Filled).
3. **Title:** System and Method for Stock Market Prediction Using Influence of Extended Social Mood Index (2024/South Africa – Granted & Published).
4. **Title:** System for Impact Analysis of Social Media on Investment Decision Making of Retail Investors (2024/South Africa – Granted & Published).
5. **Title:** SMART Calculator with Pre-Trained Finance Model (2024/UK Design – Granted & Published).
6. **Title:** Computer-Implemented System for Analysis of Relationship Between Corporate Social Performance and Financial Performance (2024/South Africa – Granted & Published)
7. **Title:** Fintech and Financial Inclusion System for Testing the Mediating Effect of Digital Financial Literacy (2024/South Africa – Granted & Published).

## Presentations in Conference

1. Presented paper on *“Use of Technologies in Marketing”* in the *A Two Day International Seminar on Global Economic Revival: A Changing Scenario*, organized by Department of Business Administration and PG Department of Commerce (SF), Jamal Mohammed College during 16<sup>th</sup> and 17<sup>th</sup> August 2014.
2. Presented paper on *“Equity Market: Emerging Equity Markets in a Globalized world”* in the *UGC Sponsored Eleventh International Seminar on Financial Markets: Issues and Challenges- (FIM IC-2016)* organized by Department of Commerce and Financial Studies, Bharathidasan University in association with SMART Journal of Business Management Studies during January 9-10, 2016.
3. Presented paper on *“The Relationship Between Corporate Social Performance and Corporate Financial Performance in the Banking Sector”* in the *Thirteenth International Seminar on Financial Markets: Issues and Challenges - (FIM IC-2018)*, organized by Department of Commerce and Financial Studies, Bharathidasan University in association with SMART Journal of Business Management Studies during January 6-7, 2018.

4. Presented paper on ***“Corporate Social Performance and Financial Performance in Theoretical Aspects”***, in the ***International Level Seminar on “Corporate Governance”***, organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli in association with Dhanalakshmi Srinivasan College of Arts and Science for Women and SMART Journal Business management Studies during 19 and 20 February 2018.
5. Presented paper on ***“The Relationship Between Corporate Governance and Corporate Social Performance in India”*** in the ***International Seminar on “Corporate Governance: Issues and Challenges”***, organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli in association with SMART Journal of Business Management Studies and Shrimati Indira Gandhi College, during 18<sup>th</sup> and 19<sup>th</sup> June 2018.
6. Presented paper on ***“Relationship Between Corporate Social Performance: A stakeholders Theory Perspective in Indian Companies”*** in the ***Fourteenth International Seminar on Financial Markets: Issues and Challenges - (FIM IC-2019)***, organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli in association with SMART Journal of Business Management Studies during January 12-13, 2019.
7. Presented paper on ***“Relationship Between Corporate Social Performance and Research and Development”*** in the ***Fifteenth International Seminar on Financial Markets: Issues and Challenges - (FIM IC-2020)*** organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli in association with SMART Journal of Business Management Studies during January 11-12, 2020.
8. Presented paper on ***“Relationship Between Corporate Social Performance and Research and Development”*** in the ***Sixteenth International Seminar on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role - (DEBIT AIR -2021)***, organized by Department of Commerce and Financial Studies, Bharathidasan University in association with SMART Journal of Business Management Studies during January 29-30, 2021.
9. Presented paper on ***“Relationship between Corporate Social Performance and Corporate Financial Performance: Evidence from BSE Listed firms in India”***, in the ***Seventeenth International Seminar on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role - (DEBIT AIR -2022)***, organized by Department of Commerce and Financial Studies, Bharathidasan University in association with SMART Journal of Business Management Studies during January 07-08, 2022.
10. Presented paper on ***“National Cadet Corps and its effect on Developing Soft Skills Among Cadets of Tamil Nadu South India”***, in the ***Seventeenth International Seminar on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role - (DEBIT AIR -2022)***, organized by Department of Commerce and Financial Studies, Bharathidasan University in association with University Teknologi MARA, Malaysia and SMART Journal of Business Management Studies during January 07-08, 2022.
11. Presented paper on ***“Linkages between Corporate Social Performance and Corporate Financial Performance of BSE IT Sector Companies”***, in the ***TANSICHE Sponsored International Conference on Emerging Business Trends in the Present Pandemic Era,***

organized by Department of Commerce and Financial Studies, Bharathidasan University in association with University Teknologi MARA, Malaysia and SMART Journal of Business Management Studies during January 22-23, 2022.

12. Presented paper on **“The relationship between google trends search and agricultural commodities”**, in the *Twentieth AIMS International Conference on Management*, organized by AIMS international at Indian Institute of Management, Kozhikode from December 28-31, 2022.
13. Presented paper on **“Relationship between corporate social performance and corporate financial performance of FMCG Sector Firms in BSE”**, in the *Seventeenth International Seminar on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role - (DEBIT AIR -2023)*, organized by Department of Commerce and Financial Studies, Bharathidasan University in association with University Teknologi MARA, Malaysia and SMART Journal of Business Management Studies during January 06-07, 2023.
14. Presented paper on **“Correlation between corporate social performance and corporate financial performance of BSE listed companies in India”**, in the *XLVI Indian Social Science Congress*, organized by Indian Social Science Academy, Allahabad and Bharathidasan University from January 27-31, 2023.
15. Presented paper on **“Relationship between corporate social performance and corporate financial performance of BSE listed firms”**, in the *International conference on Innovation Trends in Business Practices for sustainable Development*, organized by Dhanalakshmi Srinivasan College in association with SMART Journal of Business Management Studies from March 02-03, 2023.
16. Presented paper on **“Relationship between corporate social performance and corporate financial performance of BSE listed firms using FRIFP Model”**, in the *International Seminar on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role - (DEBIT AIR -2024)*, organized by Cauvery College for Women in association with SMART Journal of Business Management Studies during January 06-07, 2024.
17. Presented a research paper titled **“AI-Driven Stock Market Forecasting: A Comprehensive Review'** at the **National Seminar on 'Digital Agility - A Peep into the Future’**, organized by RVS Institute of Management Studies, Coimbatore held on 8.11.2024.

### **Participation in Webinar**

1. Participated in *International Conference on “Startups: The Impact on Management Education”* held on 23 and 24 February 2017. Organized by St. Joseph’s Institute of Management (JIM), Trichy.
2. Participated in Four Days Webinar on **“An Effective Research Paper Writing Skills”** held on 13<sup>th</sup> to 16<sup>th</sup> April 2020. Organised by Bhagwan Mahvir College of Commerce and Management Studies, Bhagwan Mahvir University, Surat, Gujarat.
3. Participated in **“CSR – A Quality Approach To Post Emergency Development”** held on 12<sup>th</sup> May 2020. Jointly Organized by IQAC of Sri Guru Nanak Dev Khalsa College, New

Delhi, The Bhopal School of Social Sciences, Bhopal and Anand Institute of Social Work, Anand.

4. Participated in International Webinar on **“Mobile Learning”** held on 30<sup>th</sup> May 2020. Organized by IEMS B-School, Hubli, Karnataka.
5. Participated in One Day Webinar on **“Art of Publishing a Research Article”** held on 2<sup>nd</sup> July 2020. Organised by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli.
6. Participated in the International Webinar on **“Angel Investment and Venture Capital funding opportunity for early stage entrepreneurs”**, organized by HKBK Degree College, Bengaluru in association with SEMS Welfare Foundation held on 21.01.2025.
7. Participated in the National Webinar on **“Financial Freedom: Planning Today for a Better Tomorrow”**, organized by Department of Commerce, HKBK Degree College, Bengaluru held on 22.01.2025.
8. Participated in the ReTalk webinar on **“Strategize Your Publishing Journey”** organized by R&D Cell, Ramaiah Institute Management, held on 26.03.2025.
9. Participated in the Webinar on **“Readiness and Challenges of Employees in Adopting Smart Technologies in India's Hospitality and Tourism Industry”**, organized by AOL Academy held on 15.04.2025

### **Participation in Workshop**

1. Participated in ***One Day State Level Workshop on Entrepreneurship Development*** held on 24<sup>th</sup> February 2015. Organized by Department of Business Administration, Jamal Mohammed College, Trichy – 620 020.
2. Participated in ***One Day Symposium on “Research and Data Analysis with statistical Advanced Tools”*** held on 28<sup>th</sup> March 2017, organized by Department of Statics, Bharathidasan University, Trichy.
3. Participated in ***Day Long International Workshop on “Good Writing and Publication”*** held on 29<sup>th</sup> June 2017, organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Department of Management Studies, Shrimati Indira Gandhi College and SMART Journal of Business Management Studies.
4. Participated in ***Workshop on “Securities Market”*** held on 23<sup>rd</sup> March 2018, organized by the Department of Commerce and financial studies and Bharathidasan School of Management, Bharathidasan University in association with Securities and Exchange Board of India (SEBI), Chennai.
5. Participated in ***Orientation Workshop on SWAYAM*** held on 29<sup>th</sup> June 2018, organized by Department of Library and Information Science and UGC-Human Resource Development Centre, Bharathidasan University, Tiruchirappalli.
6. Participated in ***National Workshop on “Research Intelligence and Scholarly Publishing”*** held on 24<sup>th</sup> August, 2018, organized by Department of Library and Information Science, Bharathidasan University, Tiruchirappalli.
7. Participated in ***Six Day Training Programme on “Global Business Research Dimensions”*** held from 26<sup>th</sup> to 31<sup>st</sup> October 2018. Sponsored by Government of Tamil Nadu under Inviting Renowned Professors of Foreign Universities held at Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli.
8. Participated in ***Day Long International Workshop on “The pathway to Successful Research Agenda”*** held on 14<sup>th</sup> November 2018 organized by Department of Commerce and Financial

- Studies, SMART Journal of Business Management Studies and Department of General Business and Finance, Sam Houston State University, USA.
9. Participated in ***National Workshop on “World Class Curriculum for Business Finance”*** held during 16<sup>th</sup> and 17<sup>th</sup> March 2019, organized by Department of Commerce and Financial Studies, Internal Quality Assurance Cell and World Class Curriculum Development Cell, Bharathidasan University, Tiruchirappalli.
  10. Participated in ***One Day International Workshop on “Global Innovative Research on Finance”*** held on 7<sup>th</sup> May 2019, organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli.
  11. Participated in ***A Day Long International Workshop on “Responsible Research and Innovation in Article Writing”*** held on 31<sup>st</sup> May 2019, organized by Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli.
  12. Participated in ***Day Long International Workshop on “Innovative Research Publication in Finance”*** held on 5<sup>th</sup> July 2019, organized by SMART Journal of Business Management Studies and Department Management Studies, Bharathidasan University, Shrimati Indira Gandhi College, Tiruchirappalli.
  13. Participated in ***National Symposium on “Digital Technologies for Research Impact and Information Quality”*** held during 22<sup>nd</sup> and 23<sup>rd</sup> August 2019, organized by Library and Information Science, Bharathidasan University and Academic Library Association, Tamil Nadu.
  14. Participated in the seven days International Workshop on ***“Research and Methodology – 2020 (WORAM-2020)”*** held from 5<sup>th</sup> to 11<sup>th</sup> April 2020. Organized by Eudoxia Research Centre, Guwhadi.
  15. Participated in the Eight-Days National Faculty Development Program on ***“Case-Based Learning, Teaching, Writing and Publication”*** held from 25<sup>th</sup> September to 2<sup>nd</sup> October 2023. Organized by VFSTR Deemed to be University, Vadlamudi, Guntur, Andhra Pradesh.
  16. Participated in the International Workshop (Online) on ***“Data Analysis using Excel and AI Tools”***, organized by Global Institute of Statistical Solutions (GISS), Chennai held from 14.09.2024 to 16.09.2024.

### **Participation in Orientation Programme / Short Term Courses**

1. Successfully completed the **UGC-sponsored online term course, secured with an 'A' Grade**, organized by UGC-Malaviya Mission Teacher Training Centre, Osmania University, Hyderabad, Telangana, from September 24, 2024, to September 30, 2024.
2. Participated in the One Day Training Programme on ***“Women Who Advocate for Equity, Diversity and Inclusion”*** Organised by National Human Rights Commission, New Delhi and Shrimati Indira Gond College, Trichy, held on 21.03.2025.
3. Successfully Participated in the ***"Masterclass Series"*** Under IP Utsav, Organised by All India Council for Technical Education (AICTE) and Ministry of Education's Innovation Cell (MIC) held from 21.04.2025 to 26.04.2025.
4. Successfully completed the ***“NEP 2020 Orientation & Sensitization Programme”***, secured with an 'A' Grade, organized by Malaviya Mission Teacher Training Programme (MM-TTP) of UGC by MMTTC, Osmania University, Hyderabad, Telangana, held from 22.04.2025 to 30.04.2025.

## **Participation in Faculty Development Programme**

1. Successfully completed the AICTE Training and Learning (ATAL) Academy of **Faculty Development Program on “Women in Cybersecurity and Disaster Management: A Strategy Framework for Sustainable Safety”** at Shrimati Indira Gandhi College, held from 20.01.2025 to 25.01.2025.
2. Successfully completed **One-Week Online National Level Faculty Development Programme on “Innovative Data Analytics and AI-Driven Mathematical Modelling for Research & Education”**, organized by Department of Mathematics, Arulmigu Arthanareeswarer Arts and Science College, Namakkal, held from 21.03.2025 to 27.03.2025.
3. Successfully Completed One Week Faculty Development Programme on **“Fostering Innovation and Strengthening the Startup Ecosystem in Academia”**, organized by Sree Ayyappa College for Women and GrowEx Ventures, held from 24.03.2025 to 30.03.2025.
4. Successfully Completed Five-Day Faculty Development Programme on **“Empowering Higher Education Institutions in Technology-enabled Learning and Blended Learning”**, organized by the Commonwealth Educational Media centre for Asia, New Delhi, the Association of Indian Universities, New Delhi, the Integral University, Lucknow and the Aryabhatta Knowledge University, Bihar, held from 7.04.2025 to 12.04.2025.

## **Conference / Seminar / Workshop Organized**

Organized and served as the Organizing Secretary for the **International Conference on AI for Collaborative Innovation: Bridging Academia and Industry**, organized by the Department of Management, Shrimati Indira Gandhi College, on February 14, 2025.