

Name of Teaching Staff / RMK ID	Dr. R. Sankar Ganesh / T1236		
Designation	Associate Professor (Gr II)		
Department	Department of Management Studies		
Date of Joining the Institution	14.05.2026		
Qualifications	Ph.D. (Management)	MBA (HR & Mr)	B.B.A.
Total Experience	Overall: 15 years 11 months		in RMK : 13 Days
Papers Published in Journal	Overall : 15		After Joining RMK : Nil
	2025 ➤ Sankar Ganesh, R. (2025). Forecasting Short-Term Stock Market with Graph Prediction Model and Genetic Algorithm–Based Backpropagation Neural Network, (pp. 395–410). ➤ Sankar Ganesh, R. (2025). An Effective Stock Market Price Graph Prediction Model Using Random Forest Algorithm, (pp. 381–394). ➤ Sankar Ganesh, R. (2025). Patient Perspectives on the Transformative: Impact of Remote Patient Monitoring, (pp. 116–133). ➤ Sankar Ganesh, R. (2025). Analysing the influence of AI technology on retail investor approaches in stock market analysis. In <i>AI marketing and ethical considerations in consumer engagement</i> (pp. 285–306). ➤ Sankar Ganesh, R. (2025). Supply chain vulnerabilities in knowledge systems. In <i>Cybersecurity in knowledge management cyberthreats and solutions</i> (pp. 31–48).		

2024

- Sankar Ganesh, R. (2024). Agile marketing and its practices in the current business landscape: A comprehensive literature review. In *Expanding operations through agile principles and sustainable practices* (pp. 103–122).
- Sankar Ganesh, R. (2024). Impact of data centers on power consumption, climate change, and sustainability. In *Computational intelligence for green cloud computing and digital waste management* (pp. 60–83).
- Sankar Ganesh, R. (2024). Artificial intelligence and emotional intelligence in marketing. In *Balancing automation and human interaction in modern marketing* (pp. 82–95).
- Sankar Ganesh, R. (2024). Artificial intelligence and creativity in marketing: A symbiotic alliance. In *Balancing automation and human interaction in modern marketing* (pp. 73–81).

2023

- Sankar Ganesh, R. (2023). Redefining the performance management using emotional artificial intelligence. In *International conference on applied intelligence and sustainable computing Icaisc*.
- Sankar Ganesh, R. (2023). Exploring the significance of media psychology in human communication during the era of digitalization. In *Global perspectives on social media usage within governments* (pp. 142–156).
- Sankar Ganesh, R. (2023). Impact of social media on government operational dynamics. In *Global*

	<i>perspectives on social media usage within governments</i> (pp. 20–33). 2021 ➤ Sankar Ganesh, R. (2021). An empirical analysis of mobile banking computational systems. In <i>2021 7th international conference on advanced computing and communication systems Icaccs 2021</i> (pp. 1823–1827). 2020 ➤ Sankar Ganesh, R. (2020). Determinants of audit fees: Evidence from companies listed in the industrial sector of Muscat securities market. <i>Journal of Critical Reviews</i>, 33–36. ➤ Sankar Ganesh, R. (2020). The influence of corporate social responsibility on the gainfulness of the corporations listed in Muscat securities market. <i>Journal of Critical Reviews</i>, 7(3), 1–3.	
Papers Presented in Conferences (Scopus / WoS indexed only)	Overall : 1	After Joining RMK : Nil
Ph.Ds / Projects Guided	Ph.Ds Guided : 06, Completed: 1	Student Projects Guided : 180 above
Books Published:	Count : 2	
	1. Human Resource Management, Charulatha Publications, ISBN 13. 978-93-5577-768-3 2. Business Ethics and Corporate Governance, Wisdom India Publications	

Patents	Published Count : 2	Granted Count : - Nil
	1. DEVICE TO CALCULATE BUSINESS REQUIREMENT 2. TABLET FOR PERSONALISED CHILD LEARNING	
Professional Memberships	Count : 2	
	1. Indian Academic Researchers Association: Tiruchirappalli, Tamil Nadu, Indian, 2022-12-01 to present Life Member 2. International Association of Engineers: Hong Kong, HK, 2022-01-01 to present Life Member	
Consultancy Projects Completed	Count : 1 (Lean Management Implement, SR Engineering, Chennai Project Worth Rs. 25000, Funding Agency Private)	
Awards Received	Count : Nil	

Research grants Received	Nil
Orchid Link / ID	https://orcid.org/my-orcid?orcid=0000-0003-0708-8327
Google Scholar Link / ID	http://scholar.google.co.in/citations?user=3rm7cc0AAAAJ
Vidwan Link / ID	https://vidwan.inflibnet.ac.in/profile/99144
Research Gate Link / ID	https://www.webofscience.com/wos/author/record/Z-1456-2019
Scopus Link / ID	https://www.scopus.com/authid/detail.uri?authorId=58635117000