

RESUME

Dr.S.SANATH KUMAR

B.E.,M.B.A.,SET.,Ph.D

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CAREER OBJECTIVE

To be a College Teacher to Inculcate the Practical Exposure to the Students in the Present Scenario.

EDUCATIONAL QUALIFICATIONS

| COURSE | INSTITUTION | BOARD/ UNIVERSITY | YEAR OF PASSING | Progression/CGP A/Percentage |
|----------------------|--|--|--------------------|---------------------------------|
| Ph.D (Management) | UrumuDhanalakshmi College, Tiruchirappalli | Bharathidasan University, Tiruchirappalli | January 2020 | Commended |
| SET (Management) | --- | Mother TeresaWomen University, Kodaikanal | 2017 | --- |
| MBA | Jansons School of Business, Coimbatore | Bharathiar University, Coimbatore | 2014 | 5.988 (CGPA) |
| B.E(CSE) | Shri Angalamman college of Engineering & Technology, Tiruchirappalli | Anna University, Tiruchirappalli | 2011 | 62.9 |

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|------|--|---|------|------|
| HSC | H.T.Y.W.C.A Matriculation Higher Secondary School, Tiruchirappalli | State Board of School Examination | 2007 | 62.8 |
| SSLC | K.A.P Viswanatham Higher Secondary School, Tiruchirappalli | State Board of School Examination | 2005 | 67.4 |

TEACHING EXPERIENCE

| DEPARTMENT | INSTITUTION | DESIGNATION | PERIOD OF SERVICE |
|-------------------------|---|---------------------|---|
| Business Administration | Jamal Mohamed College, Tiruchirappalli -620020 | Assistant Professor | 14 th June 2016 to Till date (7 Years) |

- **Qualification Approval obtained from Bharathidasan University (Lr.No – 05600/D6/2015 Dt 02.11.2017)**

SUBJECTS HANDLING

- Marketing Management,
- Services Marketing,
- Business Environment,
- Operations Research,
- Strategic Management,
- Management Information Systems,
- Financial Services.

WORKSHOP ATTENDED

- Workshop on **RESEARCH METHODOLOGY** organised by PG& Research Department of Economics, Urumu Dhanalakshmi College, Tiruchirappalli-620 019, held on 27th January 2017
- Attended One Day Workshop on **EMPLOYABILITY SKILL DEVELOPMENT** organised by Department of Business Administration, Jamal Mohamed College, Tiruchirappalli – 620 020, held on 17th February 2017

- Workshop on **GST – PRINCIPLES & PRACTICES** organised by Department of Business Administration, Jamal Mohamed College, Tiruchirappalli – 620 020, held on 11th January 2018
- Workshop on **PROMOTING YOUNG ENTREPRENEURS – GUIDELINES AND GUIDANCE** organised by Department of Business Administration, Jamal Mohamed College, Tiruchirappalli – 620020, held on 17th December 2018
- Attended the **UGC CPE Sponsored Two days workshop on PROFESSIONAL DEVELOPMENT FOR ACADEMIC LEADERSHIP IN CURRICULUM DESIGN** organized by Curriculum Development Cell, Jamal Mohamed College, , Tiruchirappalli – 620 020, held on 18th and 19th January 2019

OTHER ACHEIVEMENTS

- **FUN CARE Event Organiser** at EXOBIZ 2017-State level Inter-Collegiate Management Meet, Held on 04th March 2017
- **BEST MANAGER Event Organiser** at EXOBIZ 2019& EXOBIZ 2020 -State level Inter-Collegiate Management Meet
- **Acted as a JUDGE for the Event BUSINESS QUIZ at SHARPCOM 2019** – A State level Inter Collegiate Commerce Festival, Held on 22nd February 2019
- **Acted as a Event Co-ordinator** – A State level Inter Collegiate Commerce Festival, Held on 22nd February 2019

SEMINAR PAPER PRESENTATION AND PAPER PUBLICATIONS

| S.No | College (or) Organisation (or) Journal Name | Place | Seminar Title | Title of the Paper | Date |
|-------------|--|--------------|--|---|------------------------------|
| 1 | M.R Government Arts College, | Mannargudi | Investment options in the changing scenario, | Constraints and growth prospects of Mutual Funds in India. ISBN 978-93-80622-06-4 | 8 th January 2016 |

| | | | | | |
|---|---|--|--|--|---------------------------|
| 2 | Primax Foundation, Bengaluru, Karnataka | Hotel Soleil, Bukit Bintang, Malaysia | Innovation, Entrepreneurship & Sustainable Value Chain in a Challenging Environment | Customer Relationship Management (CRM)- An Effective Tool of Retention of Customers' ISSN No :2348-0491 | 7 th June 2017 |
| 3 | Primax Foundation, Bengaluru, Karnataka | Hotel Bangkok Palace, Bangkok, Thailand. | Emerging Strides in Innovation and skill Enhancement Sustainable Development a key focus | Contribution of e-hub for tasks on e-commercial enterprise for enhanced customer relations ISSN No :2279-543X | 9 th May 2018 |
| 4 | International Journal of Scientific Research and Review | Online mode | Online mode | A Study on Online buying Behavior towards the ticket booking in Tiruchirapalli City. ISSN No :2279-0543 | July 2019 |
| 5 | Journal of Information and Computational Science | Online mode | Online mode | A Study on Customer Satisfaction towards online ticket booking for Airlines ISSN No :1548-7741 | September 2019 |
| 6 | Test Engineering and Management- Scopus Journal | Online mode | Online mode | A Study on Consumer Behaviour in Online Shopping- An Economic Analysis with Special reference to Chennai city. ISSN No :2005-4238 | April 2020 |
| 7 | Malaya Journal of Matematik Vol.S No.1, 373-376, 2021 | Online mode | Online mode | Green Entrepreneurship in the Cashew nut Industry-A Case Study of Cuddalore District. ISSN No: 2321-5666 | March 2021 |

AREA OF SPECIALIZATION

- Marketing

COMPUTER KNOWLEDGE

- Knowledge with Microsoft office kit – MS Excel, MS Word, Power Point
- Completed the Certified Automation Test Engineer Training Program

AREA OF INTEREST

- Marketing, Services Marketing, Consumer Behaviour

EXTRACURRICULAR ACTIVITIES

- NSS Volunteer in UG. Duration-(September 2007 – April 2009)

SENATE MEMBER

- Bharathidasan University – Member Senate (Elected from Tiruchirapalli Graduate Region - 3 Years – (05/01/2023 to 04/01/2026)

PERSONAL DETAILS

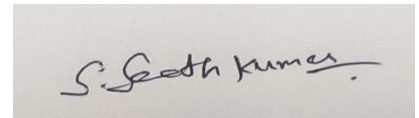
Gender : Male.
D.O.B : 14.06.1990
Languages Known : English, Tamil, Telugu

DECLARATION

I hereby declare that the particulars given above are genuine to the best of my knowledge and belief.

Place: Trichy

Date : 09-02-2023



Dr.S.Sanath Kumar