

# RESUME

**Dr.S.SANATH KUMAR**

**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

<b>COURSE</b>	<b>INSTITUTION</b>	<b>BOARD/ UNIVERSITY</b>	<b>YEAR OF PASSING</b>	<b>Progression/ CGPA/Perce ntage</b>
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
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 <sup>th</sup> June 2016 to Till date (5 Years )

## 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 27<sup>th</sup> January 2017
- Attended One Day Workshop on **EMPLOYABILITY SKILL DEVELOPMENT** organised by Department of Business Administration, Jamal Mohamed College, Tiruchirappalli – 620 020, held on 17<sup>th</sup> February 2017
- Workshop on **GST – PRINCIPLES & PRACTICES** organised by Department of Business Administration, Jamal Mohamed College, Tiruchirappalli – 620 020, held on 11<sup>th</sup> January 2018
- Workshop on **PROMOTING YOUNG ENTREPRENEURS – GUIDELINES AND GUIDANCE** organised by Department of Business Administration, Jamal Mohamed College, Tiruchirappalli – 620020, held on 17<sup>th</sup> 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 18<sup>th</sup> and 19<sup>th</sup> January 2019

## OTHER ACHEIVEMENTS

- **FUN CARE Event Organiser** at EXOBIZ 2017-State level Inter-Collegiate Management Meet, Held on 04<sup>th</sup>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 22<sup>nd</sup> February 2019
- **Acted as a Event Co-ordinator** – A State level Inter Collegiate Commerce Festival, Held on 22<sup>nd</sup> 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. <b>ISBN 978-93-80622-06-4</b>	8 <sup>th</sup> 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' <b>ISSN No :2348-0491</b>	7 <sup>th</sup> 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 <b>ISSN No :2279-543X</b>	9 <sup>th</sup> 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. <b>ISSN No :2279-0543</b>	July 2019
5	Journal of Information and	Online mode	Online mode	A Study on Customer Satisfaction towards	September 2019

	Computational Science			online ticket booking for Airlines <b>ISSN No :1548-7741</b>	
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. <b>ISSN No :2005-4238</b>	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. <b>ISSN No: 2321-5666</b>	March 2021

### COMPUTER KNOWLEDGE

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

### AREA SPECIALISATION

- Marketing, Services Marketing, Consumer Behaviour

### PERSONAL DETAILS

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

### DECLARATION

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

Place: Trichy

Date :

*S. Sanath Kumar*

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