

**Name** : Dr. D. Suresh Kumar  
**Designation** : Associate Professor  
**Department** : Commerce with Information Technology  
**Qualification** : M.Com., M.Phil., Ph.D.  
**Experience** : Teaching: 14 Years 1 month  
**Area of Specialization(s)** : Marketing Management and General Management  
**Email(OfficialID)** : sureshkumard@drngpasc.ac.in



### Academic Qualifications

COURSE	SUBJECT	COLLEGE/ SCHOOL	UNIVERSITY/ BOARD	YEAR OF PASSING
Ph.D	Commerce	Karpagam University Coimbatore.	Karpagam University	2012
M.Phil	Commerce	Bharathiar University	Bharathiar University	2007
M.Com	Commerce	T.S.A Arts and Science College, Coimbatore	Bharathiar University	2006
B.Com	Commerce	T.S.A Arts and Science College, Coimbatore	Bharathiar University	2004

### Work Experience

S.No	College	Designation	Period of Service
1	Karpagam University, Coimbatore	Assistant Professor	5 Years
2	Mody University of Science and Technology, Rajasthan	Assistant Professor	7 Years 7 months
3.	Dr.N.G.P.Arts and Science College, Coimbatore	Associate Professor	Till Date

### Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	2	-
M. Phil.	3	-

### International

- Dr.D.Suresh Kumar “**Performance Evaluation of Bank Sponsored Mutual Funds: An Analytical Study**” Published in Paradigm, SAGE Publications, DOI: 10.1177/0971890719859941, Vol 23, Issue – 2, pp 1-22, October 2019.
- Dr.D.Suresh Kumar “**The Impact of External and Internal Market Forces on Inflation in India: An Empirical Investigation**” Published in The IUP Journal of Applied Economics, (C category) Vol. – XVIII, No 2, pp- 1-19, 2019
- Dr.D.Suresh Kumar “**Assessing Dynamism of Crude Oil Demand in Middle-Income Countries of South Asia: A Panel Data Investigation**” Published in Global Business Review, (C category) SAGE Publications, DOI: 10.1177/0972150918795367, pp- 1-15 September 2018.
- Dr.D.Suresh Kumar “**Impact of Selected Macroeconomic Determinants on Economic Growth in India: An Empirical Study**” Published in Vision: The Journal of Business Perspective, SAGE journal, DOI: 10.1177/0972262918803173, 22 (4) ,pp- 405-415, November, 2018.
- Dr.D.Suresh Kumar “**Foreign Tourists Arrival in India: An Analytical Study on Seasonal Variations of Tourist Arrival and its Impact on the Growth of Foreign Exchange Earnings**” Published in African Journal of Hospitality, Tourism and Leisure, ISSN: 2223-814X, Vol.7 (2) pp- 1-10, 2018.
- Dr.D.Suresh Kumar “**An Empirical Study On Non-Performing Assets Of Public Sector Banks**” Published in “ZENITH International Journal of Business Economics & Management Research”.ISSN 2249- 8826, Vol.6 (5), MAY (2016).
- Dr.D.Suresh Kumar. “**A Study of Consumers’ Perception and Attitude towards green products**”. Published in International Journal of Advanced Research in Management and Social Sciences, ISSN – 2278-6236 Vol.4, No.8, August 2015,pp – 285 – 297.
- Dr.D.Suresh Kumar. **Retail Industry: GAP Analysis for Customer Relationship Management**". Published inOsmania Journal of International Business Studies, ISSN 00973-5372, pp 27-30, 2014
- D.Suresh Kumar, **The Impact on Television Advertising on Children’s Health Published in “International Journal of Research in Commerce & Management”**, Vol-2, Issue – 9, September 2011.
- D.Suresh Kumar, **Self-Help Groups and Micro Credit – An Analytical Study with Special Reference to Coimbatore City**. Published in “Osmania Journal of International Business Studies”, ISSN -00973-5372, Vol – 5, No.1&2, January - June 2010 & July – December 2010, pp – 135-144.

- D. Suresh Kumar, **International Marketing Communication in Mobile Phone Industry**. Published in “International Journal of Marketing and Communication”, ISSN No. 0973-2330, Vol – 5, Issue – 3, Jan – April 2010, pp -30-36.
- D. Suresh Kumar, **A Study on Export Performance of Garment Industry**. Published in “Osmania Journal of International Business studies”. ISSN No. 00973-5372, Vol – 4, No.1, Issue – Jan – June 2009, pp – 26-39.

#### **National Journals Publications:**

- Dr.D.Suresh Kumar, “**A study on the effect of banking Ombudsman scheme in India: Complaint Analysis**” Published in “Amity Management Review” volume 5, Number 1, January-June, 2016 pp- 11-17.
- Dr.D.Suresh Kumar “**An Empirical Study on Impact of NPA with Special Reference to SBI Bank**” Published in “Asian Journal of Research in Banking and Finance”, Online ISSN: 2249-7323, Volume : 6, Issue: 5, May (2016) pp-23-30.
- Dr.D.SureshKumar, “**Factors Determining the Customer’s Satisfaction for E-Toursim: Factor Analysis Approach**” Published in “Journal of Marketing Vistas” Volume 6, No-2 , July-December 2016 pp- 50-58.
- Dr.D.Suresh Kumar, “**Customer Satisfaction and Perception on PradhanMantri Jan DhanYojana – A National Mission in India.**” Published in Pragya Journal of Management ISSN 0975-9603, Volume-6, Issue-I Jan-June 2015.
- D. Suresh Kumar, **Customers Perception of value from E- CRM Features on Airline E-Ticketing Websites**. Published in “SCMS Journal of Indian Management”. ISSN – 0973-3167, Vol – 8, No.2, April – June 2011, pp- 106 – 111.
- D. Suresh Kumar, **Empowerment of Rural Women Self-Help Groups in Northern Tamil Nadu**. Published in “SELP Journal of Social science, ISSN No. 0975-9999, Vol-II, Issue – Oct – Dec 2011, Issue -8, pp 28-31.
- D.Suresh Kumar, **Customer Relationship Management, Architecture and its Frame Work**. Published in “Textile Review”, ISSN No. 0974-2530, Vol – 3, February 2008, pp – 25-31.
- D. Suresh Kumar, **Textile and Clothing Exports** Published in “Textile Review”, ISSN No. 0974-2530, Vol – 4, Issue – 3, March 2009, pp-29-32

### National

- **Growth of Resource Mobilization in Mutual Fund industry in India: An Empirical Study.**– In national conference on “New Paradigms in Management, Economics & Commerce” Held on 16-17<sup>th</sup> Feb 2017 at Mody University of Science and technology, Rajasthan.
- **A Comparative Study on Entrepreneurship and Economic Growth in BRICS Nation-** in national Conference on “Economic Upsurge through Entrepreneurship”. Organized by Department of Commerce in association with Coimbatore SIDCO Industrial Estate Manufactures Welfare Association, Held on 4<sup>th</sup> March 2020 at Karpagam Academy of Higher Education, Tamil Nadu.
- **Customer Satisfaction and Perception on PradhanMantriJandhanYojana: A National Mission in India**– in national conference on “New Paradigms in Management, Economics & Commerce” *Sponsored by Indian Council of Social Science Research* Held on 11th-12th March 2016 at Mody University of Science and technology, Rajasthan.
- **A study on Effective Communication Strategy in Developing Brand Communication through Social Networking Sites**– in national conference on “New Paradigms in Management, Economics & Commerce” *Sponsored by Indian Council of Social Science Research* Held on 11th-12th March 2016 at Mody University of Science and technology, Rajasthan.
- **Impact of Social Media Advertisements on Buying Behaviour of Consumer – An Analytical Study** - in national Conference on “Business Innovation”. Held on 16<sup>th</sup> October 2015 at Apeejay School of Management, New Delhi.
- **E-CRM in Indian Banks** - in National Conference “Contemporary Issues in Global Business Management” Held on 3<sup>rd</sup> February 2012, at Karpagam University, Coimbatore-641021.
- **Customer’s sensitivity on Practice of Internet Banking-** in National Seminar on “Contemporary Issues in Business Practices”. Held on 29<sup>th</sup> September 2012, at Kongunadu Arts and Science College, Coimbatore – 641029.
- **Role of Sales and Advertising Promotion in the Purchase Decision of Consumer Durable Products** - in National Conference on “Contemporary Practices for the Success of Indian Business”. Held on 4<sup>th</sup> February 2011, at R.V.S Faculty of Management, Coimbatore.
- **Enhancing E-CRM in the Insurance Industry by Mobile e- Service** - in National Conference on “Challenges and Issues in Service Marketing”. Held on 17<sup>th</sup> March 2011, at SNR Institute of management Sciences, Coimbatore-641006.
- **Microfinance and its Significance on Women Empowerment-** in National Seminar on “Women Empowerment through Micro Finance”. Held on January, 2011 at Periyar University, Salem – 636011.

- **Role of Banking Sector in Rural Economic Development in India**- in National Seminar on “Role of Banking Sector in rural Economic Development”, “*Sponsored by Indian Council of Social Science Research*”.Held on 23<sup>rd</sup> September, 2011, at Dr.N.G.P Arts and Science College, Coimbatore- 641048
- **An – Overview of Credit Risk Management in the Banking Sector** - in National Seminar on “Risk Management” Held on 8<sup>th</sup> October 2010, at Karpagam University, Coimbatore- 641021.
- **Empowerment of Women through Self-Help Groups in Northern Tamil Nadu** - in 2<sup>nd</sup> Annual Research Congress, Held on 8<sup>th</sup> – 11<sup>th</sup>December 2010 at Karpagam University, Coimbatore- 641021.
- **WTO and Internal Factors - Impact on the Oilseed Economy of India**- in National Seminar on “WTO and its Implications for Indian Economy”. Held on 7<sup>th</sup> January 2009, at Karpagam University, Coimbatore- 641021.
- **Performance of mutual funds in India** - in National Conference “Reforms in Banking and Financial Sector” Held on 15<sup>th</sup> February 2008, at Karpagam Arts and Science College, Coimbatore-641021.
- **Indian Tourism Industry – An Overview** -in National Conference on“Perspectives of Indian Tourism Industry” *Sponsored by UGC* Held on 24<sup>th</sup> and 25<sup>th</sup> January 2007 at NallamuthuGounderMahalingam College, Pollachi-642001, Tamil Nadu.
- **Sampling and Design Methodologies**- in National Seminar on “Frontiers in Applied Statistics and Computer Applications”, Held on 29<sup>th</sup> and 30<sup>th</sup> January 2007, at Bharathiar University, Coimbatore- 641046.
- **Indian railway – IT innovations and Passenger Service**- in National Conference on “The Indian Railways Towards A New Horizon Challenges and Opportunities” Held on 20<sup>th</sup> January 2007, at Sri Vasavi College, Erode.
- **Water management** - in National Seminar “Domestic Water management: issues and Challenges” Held on 28<sup>th</sup> February 2007, at Bharathiar University, Coimbatore – 641046, Tamil Nadu
- **Web Marketing** - in National Seminar on “Strategic Management: Opportunities and Challenges in Post LPG Era” Held on 15<sup>th</sup> and 16<sup>th</sup> February 2007, at Periyar Institute of Management Studies, Periyar University, Salem – 11, Tamil Nadu.
- **Community Health Insurance in India an overview**- National Conference on “Impact of Globalization on Insurance Sector *Sponsored by UGC*, Held on 30<sup>th</sup> and 31<sup>st</sup> March 2007, at NallamuthuGounderMahalingam College, Pollachi – 642001, TamilNadu.
- **Role of Mutual Funds in Tax-Savings**- in National Conference on “Recent Trends in Financial Sector Reforms and Information Technology” Held on 13<sup>th</sup>&14<sup>th</sup> march 2007, at Bharathiar University, Coimbatore-641046.
- **Entrepreneurship and Economic Development in India** - National Seminar on “Promoting Entrepreneurship at the Grass Root Level in the Liberalized ERA: Challenges and Dimensions”. Held on 29<sup>th</sup> and 30<sup>th</sup> March 2007, at Pondicherry University, Pondicherry.
- **Human Rights in Education**- in National Conference on “Human Rights and Values in Education”, Held on 28<sup>th</sup>& 29<sup>th</sup> June 2007 at Emerald Heights College for Women, Udthagamandalam – 643006.

- **Insurance Sector to Drive Indian Customer Relationship Management Market** - in National Seminar on “Retail investor in India – Emerging Trends” Held on 10<sup>th</sup> August 2007, at Osmania University, Hyderabad – 500001, Andhra Pradesh.
- **Role of Mutual Funds in Tax Savings with Special Reference to Equity Linked Savings Scheme** - in National Seminar on “Insurance Sector Reforms in India: Challenges and Opportunities” *Sponsored by UGC*, Held on 8<sup>th</sup> August 2007, at Nizam College, Hyderabad – 500001 Andhra Pradesh,
- **Export Performance and Its Applications** - National Conference on “Liberalization and its Impact on Export Performance” Held on 7<sup>th</sup> October 2006, at Karpagam Arts and Science College, Coimbatore-641021.

## International

- **Financial Modeling: Develop a strategic Business plan to drive revenue and growth**- International Conference on “5<sup>th</sup> International conference on Green, Growth, Globalization and Governance: Challenges and Opportunities in association with Cambridge Central Asia Forum”. Held on 3-5, February 2017 at JK Lakshmi Pat University, Jaipur.
- **A study on the effect of banking Ombudsman scheme in India: Complaint Analysis** – International conference on “Transforming Business Practices for Innovation, Development and Governance”. Held on 1 & 2<sup>nd</sup> September 2016 at Amity University, Jaipur, Rajasthan.
- **Retail Industry: Gap Analysis for Customer Relationship Management** - International Conference on “Innovation and Implementation of Information Technology in Global Business”. Held on 3<sup>rd</sup> February 2014 at Kongu Nadu Arts and Science College, Coimbatore, Tamil Nadu.
- **Export Performance of Textile Industries in India** - International Conference on “International Trade and Commerce”. *Sponsored by ICSSR*, Held on 5<sup>th</sup> -7<sup>th</sup> March 2010 at Osmania University, Hyderabad, Andhra Pradesh.
- **Conceptual Design for a Strategic Human Resource Quality Management System**- International Conference on “Recent Trends in Capital Markets and Financial Innovations”. Held on 10<sup>th</sup>& 11<sup>th</sup> January 2009, at Bharathidasan University, Tiruchirappalli.
- **Consumer’s Perceptions and Experiences with Automated Health Related Information Services**- in International Conference “Innovations in Business Horizons” Held on 24<sup>th</sup>& 25<sup>th</sup> September 2009, at Karpagam University, Coimbatore – 641021, Tamil Nadu.
- **Analysis of Cases**, International Conference on “Case Study Methods of Teaching, in Commerce/Management Education” *Sponsored by UGC* the paper entitled”. Held on 20<sup>th</sup>& 21<sup>st</sup> January 2007, at Bharathidasan University Tiruchirappalli – 620024, Tamil Nadu.
- **Customer Relationship Management – Architecture and its Frame Work**, in International Symposium on “Global Business Opportunities and Challenges”. Held on 15<sup>th</sup>& 16<sup>th</sup> February 2007, at Loyola College, Chennai.
- **Role of Mutual Funds in Tax Saving**, - in International Conference on “Emerging Paradigm in Financial Services” Held on 7<sup>th</sup>& 8<sup>th</sup> April 2007, at Cauvery College for Women, Tiruchirappalli.

## **Participation in Conference International**

1. **Innovations** – Enhancing the Quality of Life, Loyola College, Chennai, on 12<sup>th</sup> & 13<sup>th</sup> January 2009

## **Participation in Seminars**

1. **The Role of Entrepreneurs in 21st Century**, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore- 641006, on 24<sup>th</sup> February 2006.
2. **Global Warming May Harm Human Health** in State Level Seminar on “Global Warming: Issues and Challenges”. “Sponsored by UGC”, Held on 7<sup>th</sup> March, 2011, at Government Arts College, Salem -636 007.

## **Participation in Faculty Development Programme**

- **Innovative practices**, orientation program, Organized by Academic Staff College, Karpagam University, Coimbatore, From 2<sup>nd</sup> – 7<sup>th</sup> February 2009.
- **E-learning resource & Teaching methodology in Education & Research Development**, MHRD sponsored refresher course for management and commerce faculty, Organised by Sri Sai Ram Institute of Management Studies, Chennai, Tamil Nadu. On 27<sup>th</sup> April to 9<sup>th</sup> May 2020.
- **360° Classroom Management – Teaching Methodology**, MHRD sponsored, Organised by Sri Sai Ram Institute of Management Studies, Chennai, Tamil Nadu. Held on 16-21 May, 2020.

## **Participation in Workshops**

- Research Methodology and SPSS Held at Karpagam University, Coimbatore- 641021, Tamil Nadu, on 27<sup>th</sup> & 28<sup>th</sup> February 2009.
- Seven days short term training program on SPSS. Organized by ORSI and Mody University, Rajasthan. From 7<sup>th</sup> June to 14<sup>th</sup> June 2013.
- 9<sup>th</sup> National case writing workshop. Organised by JK Lakshmipat University, Jaipur, Rajasthan. From 4<sup>th</sup> to 6<sup>th</sup> June 2015.
- How to Start Technology Business Incubator. Organized by School of Engineering and Technology, Mody University of Science and Technology, Jaipur, Rajasthan. On 18<sup>th</sup> & 19<sup>th</sup> June, 2018.
- National workshop on “Tools and Techniques for Online Teaching and Training Program” Organized by My Academy Skills (Registered Training Partner with NSDC and MSME, Govt. of India), held on 29-30 April, 2020.

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

- Workshop on SPSS. Organized by ORSI and Mody University, Rajasthan. From 7<sup>th</sup> June to 14<sup>th</sup> June 2013

## **Invited Speaker / Session Chair- Conference / Seminar / Workshop**

Session Chair- Conference, New Paradigms in Management, Economics & Commerce, Sponsored by  
Indian Council of Social Science Research Held on 11th-12th March 2016 at Mody University of  
Science and Technology, Rajasthan

**Member in BoS**

Board of Studies, School of Business, Mody University of Science and Technology, Rajasthan